

The

# **MOST INFLUENTIAL BRANDS**

in Saudi Arabia

# 2024

Local Brands Edition



# TABLE OF CONTENTS

1 Introduction

2 Overview Of Key Findings

3 Top 10 Local Brands In Saudi Arabia

4 Methodological Notes

# Introduction

---

The

# **MOST INFLUENTIAL BRANDS** in Saudi Arabia

# 2024

Brands play a huge role in our lives and around the globe – and that influence is growing, accelerated by the rise of social networking. From streamlining our daily routines to improving our wellbeing, brands are transforming the communities and societies we live in. A number are using their economic clout to solve social ills and better the planet. Some, of course, have a bigger impact than others. These visionary brands go well beyond selling a product or service. They are founded on a sense of purpose that establishes stronger emotional connections with people. For the brands that choose to listen, new technologies have enabled ways to capture consumer sentiment and feedback. Brands that use this data to their benefit are more relevant than ever before—and their influence cannot be overstated.

The MIB (Most Influential Brand) study measures and ranks today's most influential brands in KSA and around the world. We consider why they are leading, how they impact us and what makes them influential – essential insights that apply to any business, large or small. The 2024 edition represents the sixth year of this initiative in KSA, where 120 national and global brands were evaluated across 16 categories.

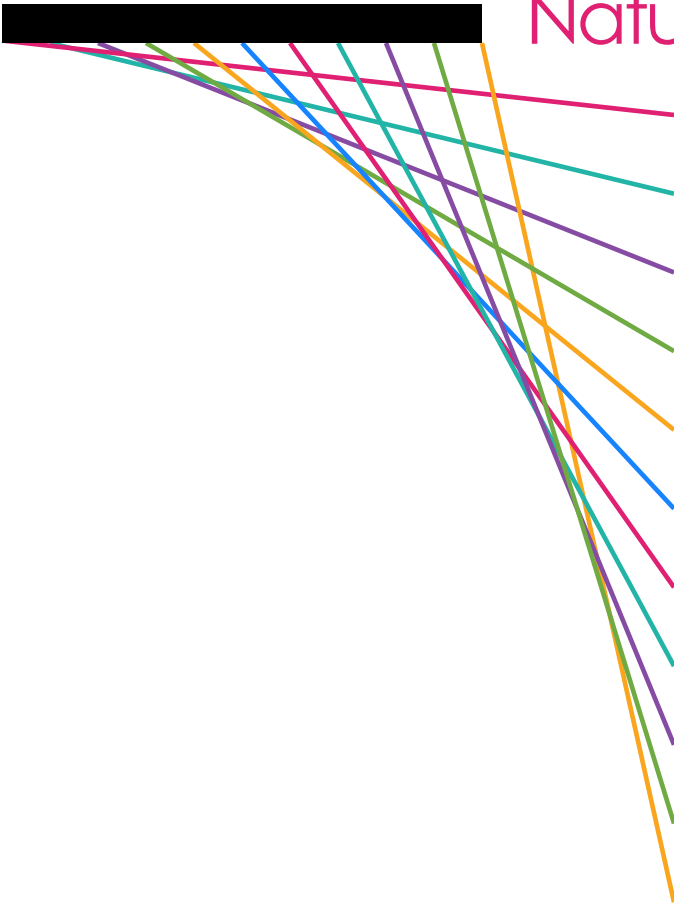
# So, What Is Influence?

The most influential brands march to their own drums: their edgy, unconventional nature is what makes them stand out in a crowded, yet a competitive marketplace cluttered by this globalized economy and behemoth brands. They **influence** how we dress, communicate, travel, shop, spend our free time, celebrate and socialize.

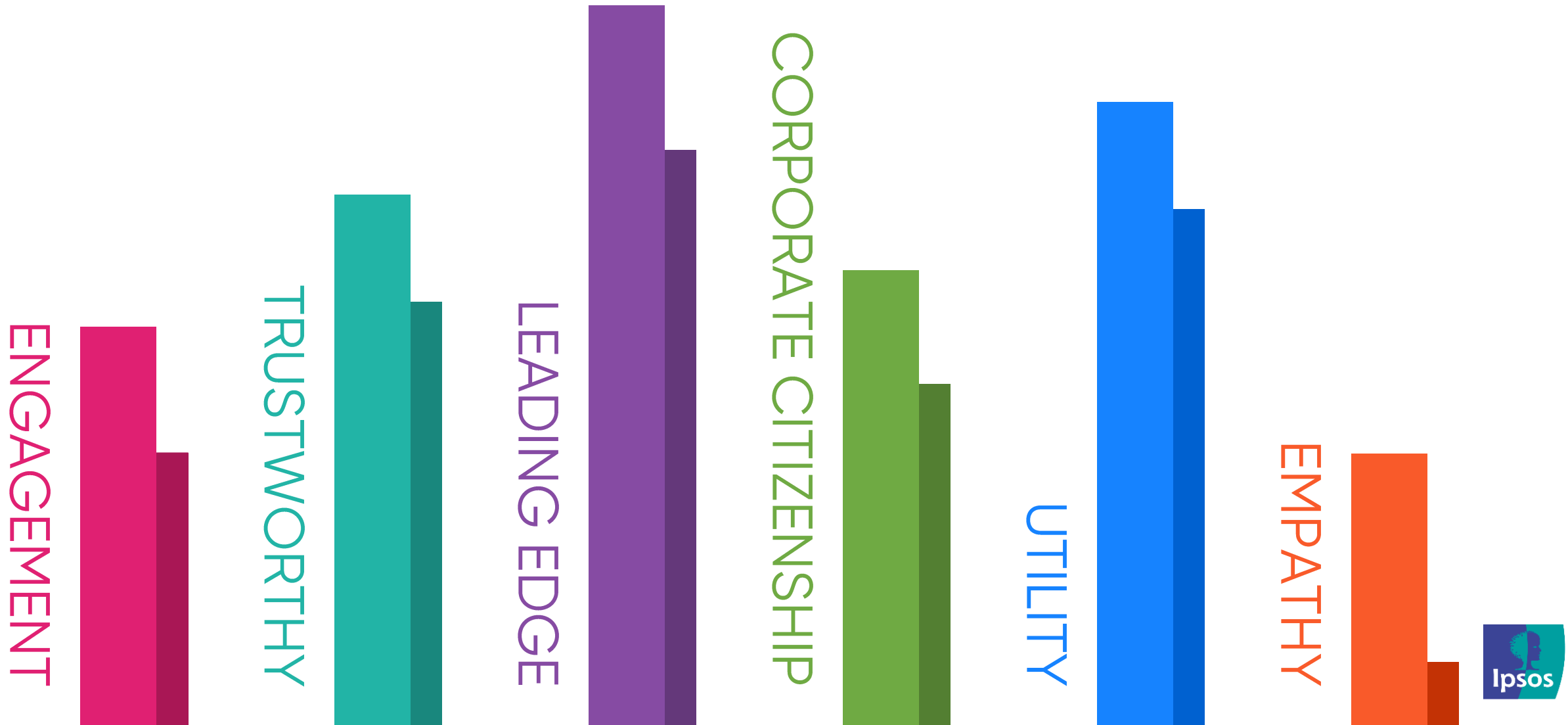
Only those that strike the right balance between **trustworthiness**, having **a leading edge**, **corporate citizenship**, **engagement**, **utility** and **empathy** will truly make an impact with consumers and indeed on the world.

# We Define Influence With 11 Key Metrics

## Nature Of Influence

- 
- A diagram consisting of a solid black horizontal bar on the left. From the right edge of this bar, 11 colored lines (pink, teal, purple, green, orange, blue, magenta, cyan, dark green, light blue, and yellow) extend to the right, each connecting to a specific metric listed below. The lines are of varying lengths and angles, creating a fan-like effect.
- has changed the way you shop
  - is fundamental to your life
  - has changed what you do in everyday life
  - has encouraged you to make smarter/better choices
  - has made your life more interesting
  - is really important in the world today
  - has had an impact on the way you interact with people you identify with
  - is relevant to your life
  - have an emotional relationship with
  - is part of everyday language

# Then Measure What Drives It Across 6 Dimensions...



# Fueled By An In-depth Analysis Within Each Dimension

## LEADING EDGE

---

- Is unconventional
- Is unique
- Is an original
- Is attractive
- Is ahead of its time
- Is innovative
- Sets an example for other brands
- Has forever changed the consumer landscape
- Is edgy
- Is a trendsetter
- Leads its competitors
- Stands out
- Shapes consumer behavior
- Is a brand that champions diversity
- Introduced people to something they never knew is needed
- Is the benchmark people compare other competitive brands against

## TRUSTWORTHY

---

- People highly recommend it
- Is a reliable resource
- Is trusted
- People have confidence in the brand
- Is dependable
- Continues to get better
- People are willing to defend
- Inspires a sense of Saudi pride
- Represents characteristics people want to have/reflect
- People would watch or click on ads for this brand if they saw them on a website
- People can't wait to see what it will introduce next
- People feel is iconic
- Consumers want to hear from
- Is established
- Understands consumers' needs
- Has a strong future
- People would like to interact with more
- Offers good value
- Consistently send the same message about what it stands for
- Is represented by someone well known that people respect
- People have searched online for more information related to this brand

## CORPORATE CITIZENSHIP

---

- Is socially responsible
- Promotes racial equality
- Actively cares about and supports the community
- Is environmentally responsible
- Is leading the sector in sustainability efforts
- Is taking steps to reduce its environmental impact

## ENGAGEMENT

---

- People see it everywhere
- Advertises a lot
- People have viewed ads/videos for this brand using online video sites
- People buy/use today
- Most people's friends & family use/buy
- People are happy to support/"like" within a social networking site

## UTILITY

---

- People can easily replace it with another brand's products/services
- Has ads that people have emailed to friends, or shared via a social networking site
- People have interacted with this brand in some way online
- Promotes a positive conversation

## EMPATHY

---

- Tries to offer personalized products/services
- Impresses people with their response when times are tough
- Takes action to help consumers when times are tough
- Helps people save money
- Communicates sincerely with its customers during tough times
- Is a brand that cares about people's health & safety

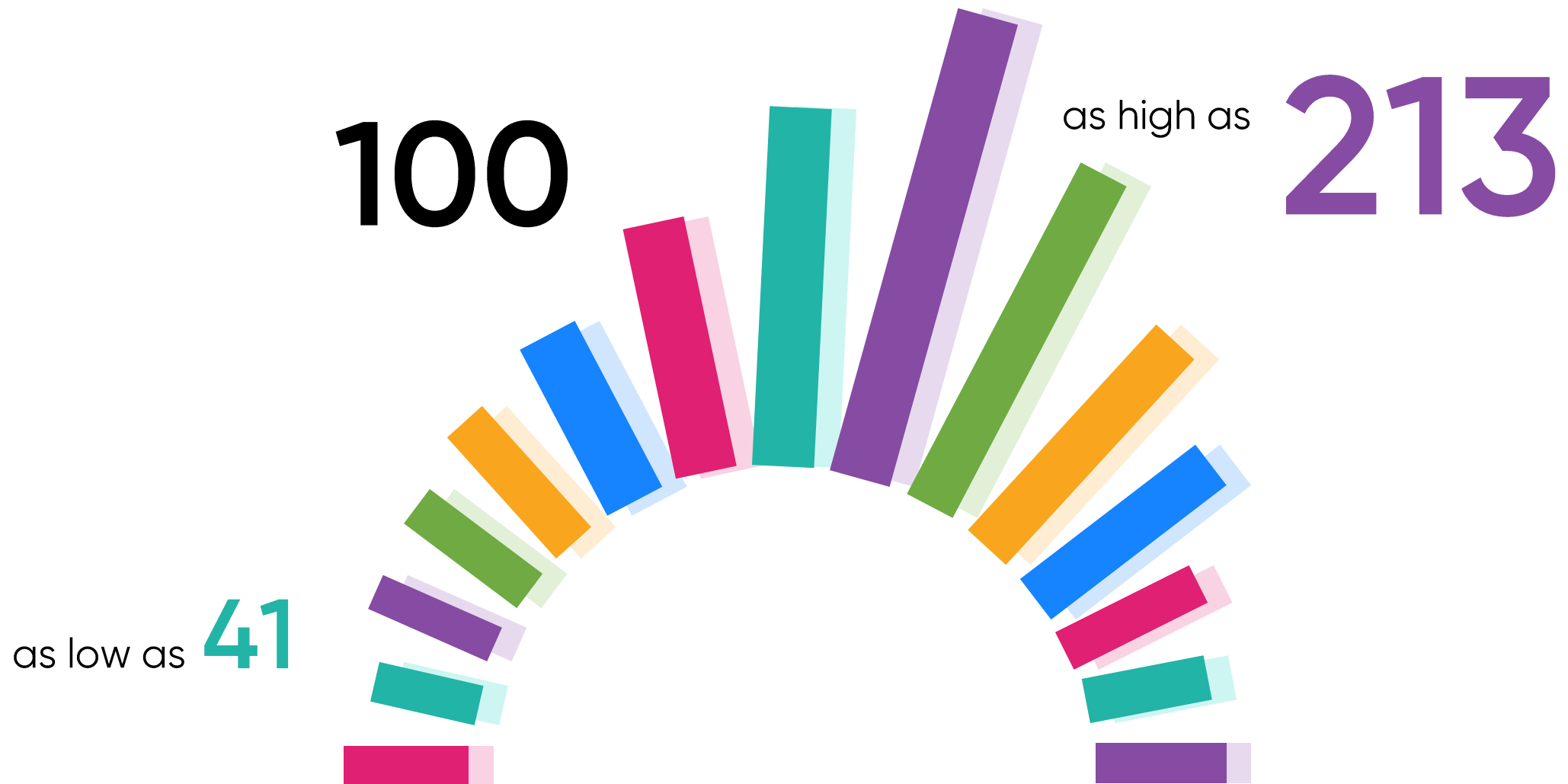
A large, stylized, light gray number '2' is positioned on the left side of the slide, extending from the top left towards the bottom left.

# Overview Of Key Findings

---

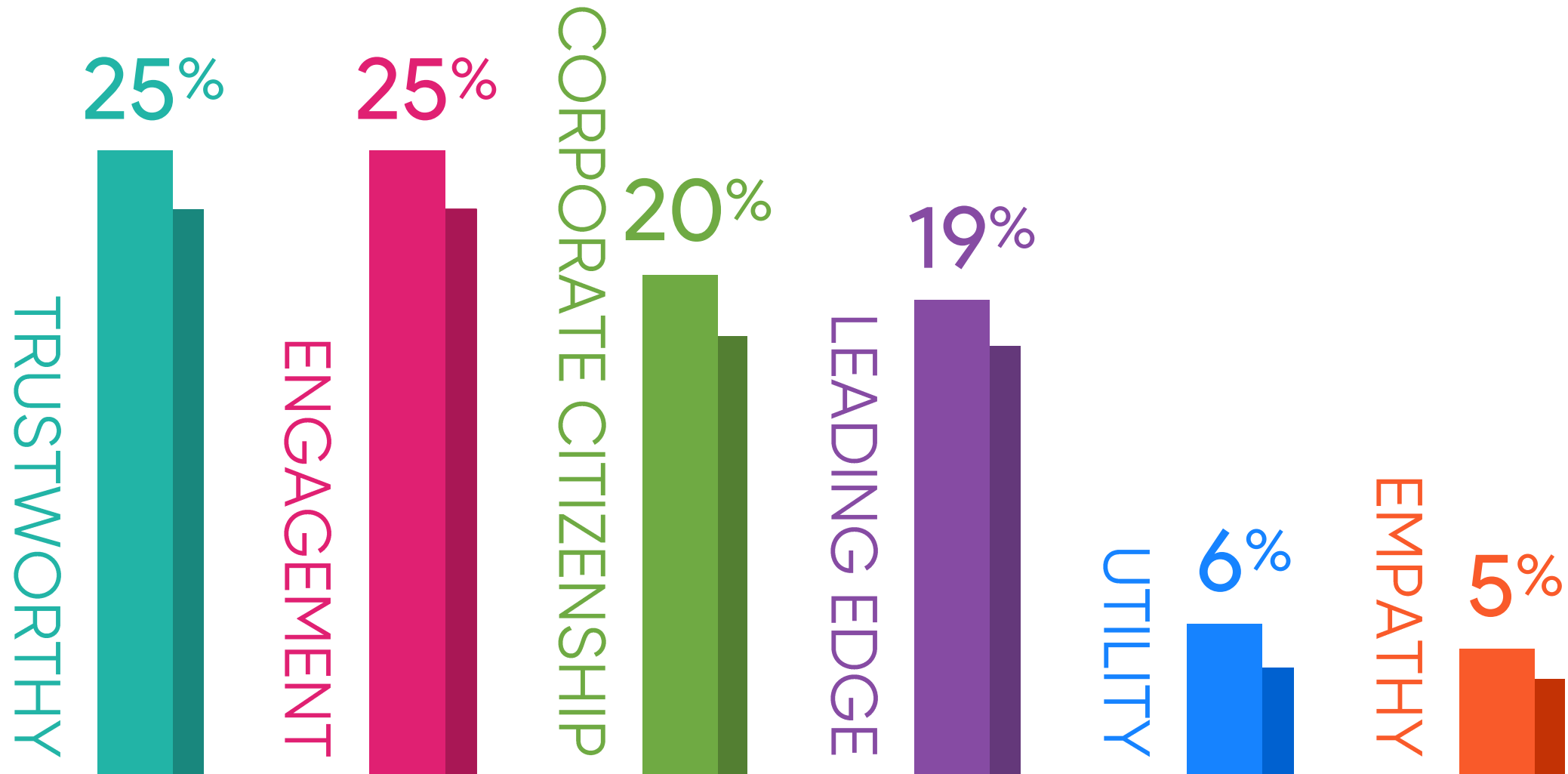
# The Ipsos Influence Index: Overview

The influence index that we calculate for each brand is a normalization of the degree of influence among brands in KSA, where an index of 100 represents the influence of an average brand, with the highest brand achieving a score of 213, and the lowest scoring 41.



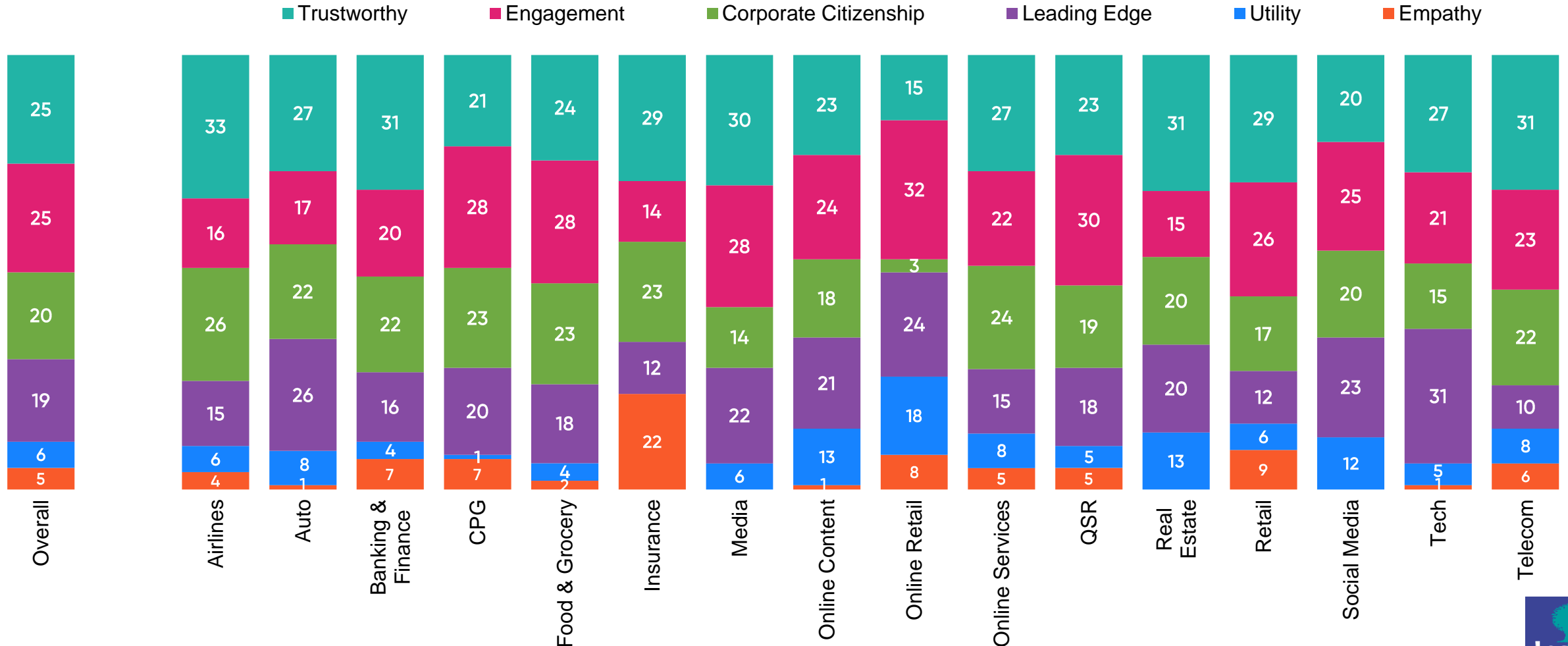
# The Influence Drivers Of The Saudi Market

Trustworthiness and Engagement were the biggest drivers of brand influence in KSA for 2024, followed by Corporate Citizenship and Leading Edge.



# Influence Drivers In KSA – By Sector

The impact of each dimension varies considerably by Sector and by brand reflecting the fact that each and every brand is somewhat unique.



# Key Insights

National Pride, Sector Momentum, and Daily Presence are fueling local brand influence in KSA

## National Pride As A Key Lever

The notion of fostering 'Saudi pride' stands out as one of the most compelling emotional drivers among the top 10 local brands. This element plays a pivotal role in shaping consumer perception, enhancing brand affinity and nurturing a sense of connection and loyalty.

01

## Banking Brands On The Rise

This year, the 4 local brands that topped the list of biggest movers originated from the banking and finance sector. Their notable rise in influence rankings reflects not only the momentum of their individual brands but also the sector's broader growth and increasing significance.

02

## The Everyday Advantage

4 of the 10 most influential local brands emerged from the food, grocery and health sectors – industries that are integral to daily life. These brands are securing their positions by demonstrating trust and relevance where it matters most: in everyday life.

03

# Top 10 Local Brands In Saudi Arabia

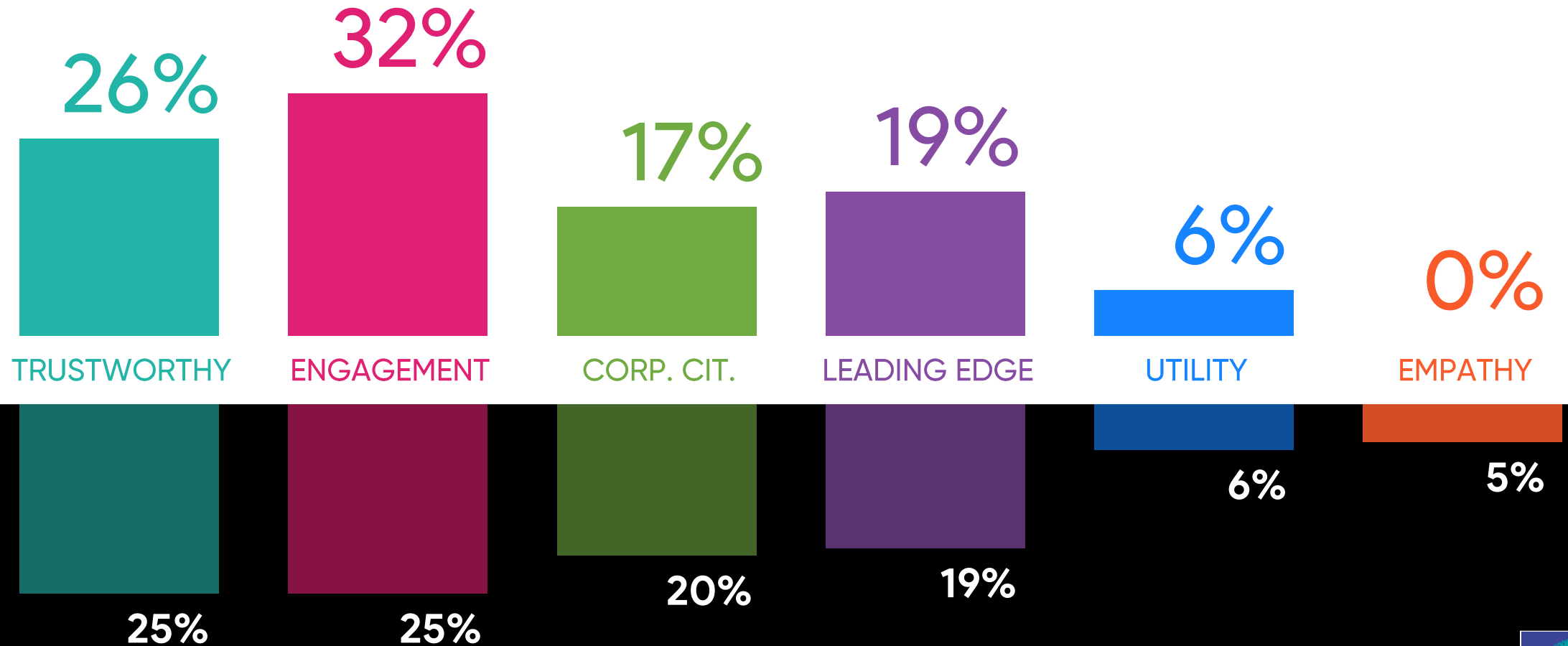
---

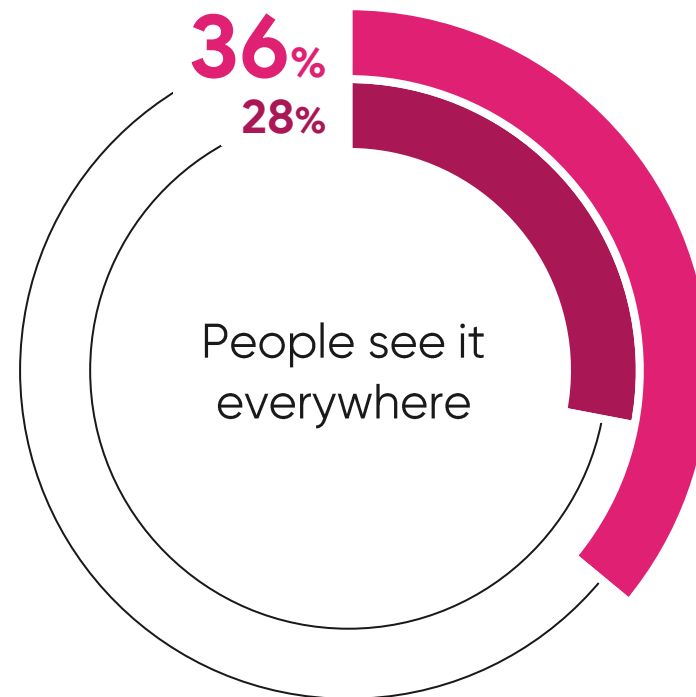
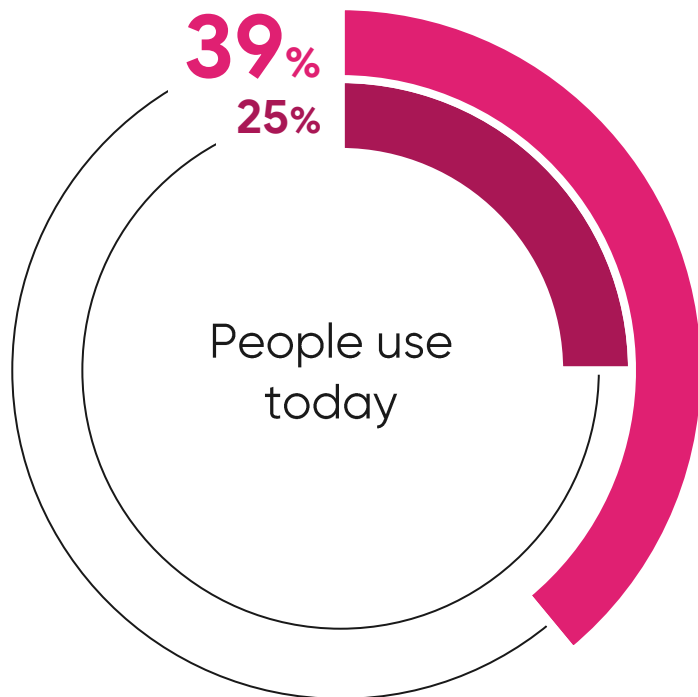


Ipsos Influence Index Score

**139**

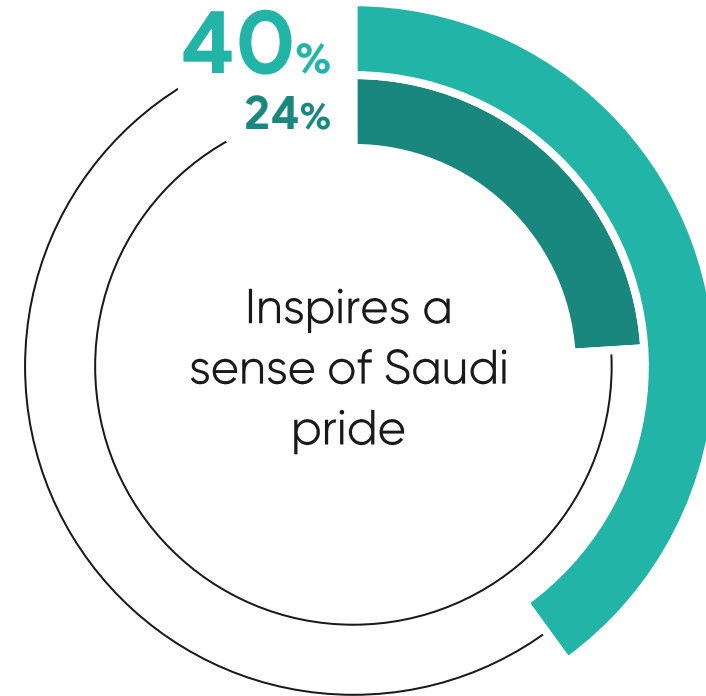






BRAND

OVERALL



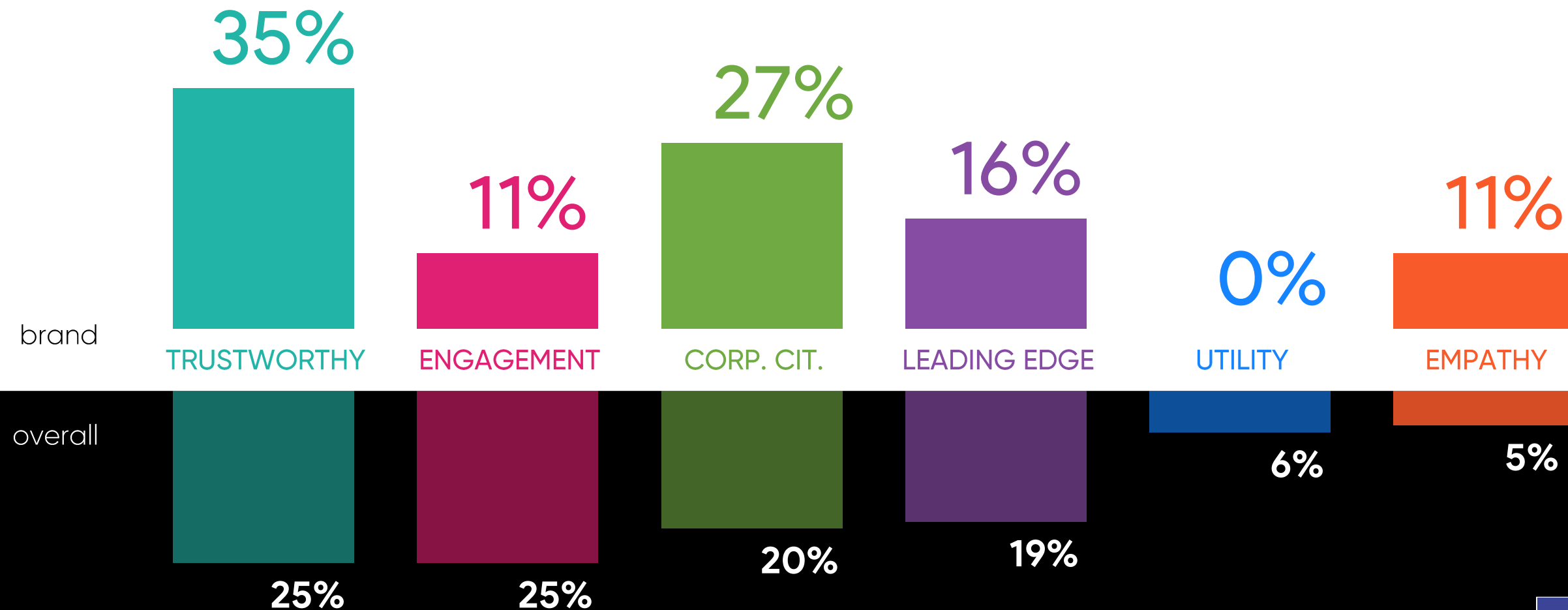
BRAND
OVERALL

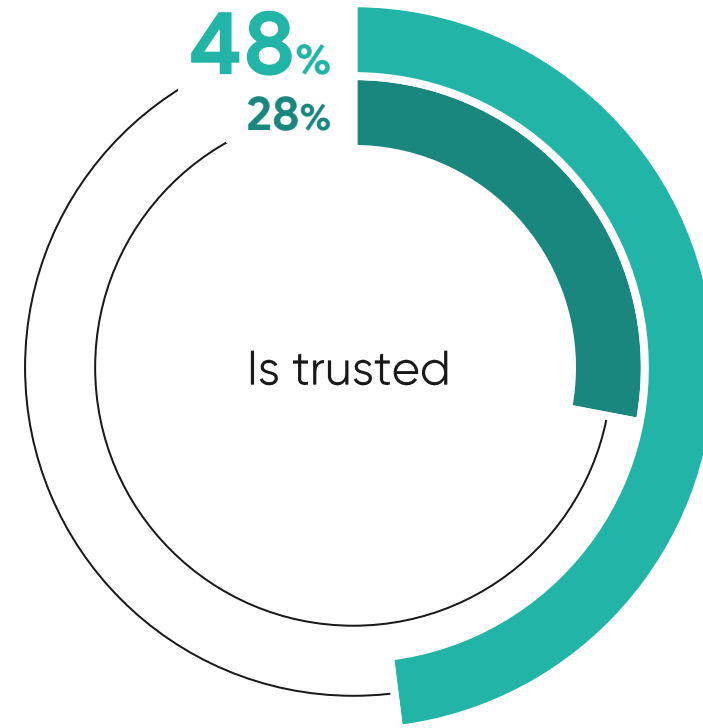
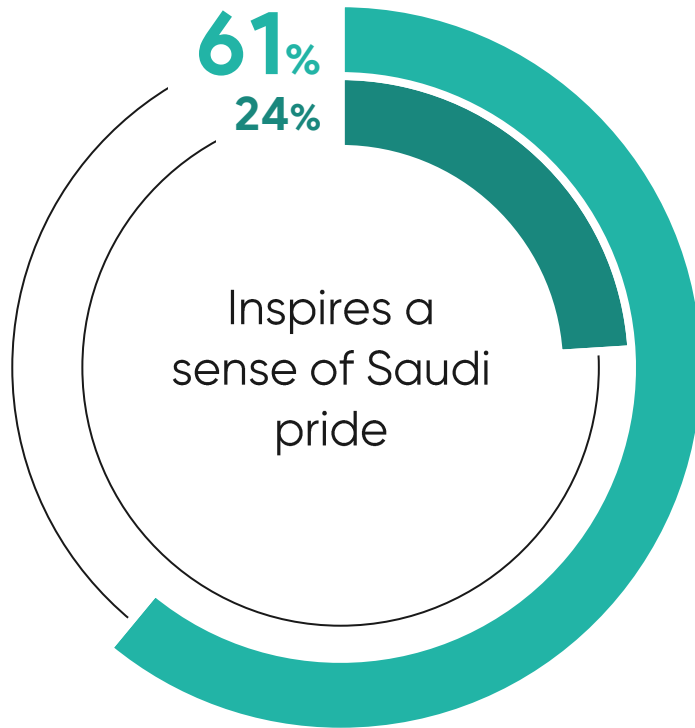


Ipsos Influence Index Score

**140**



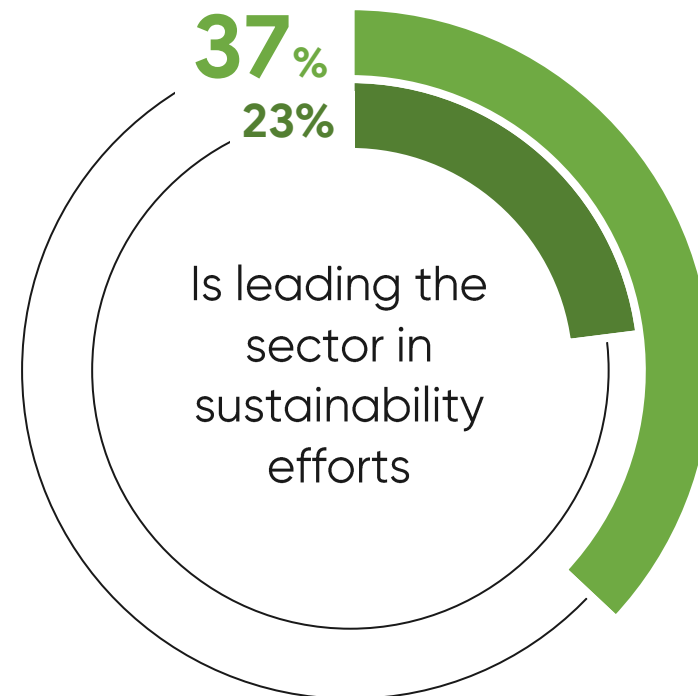
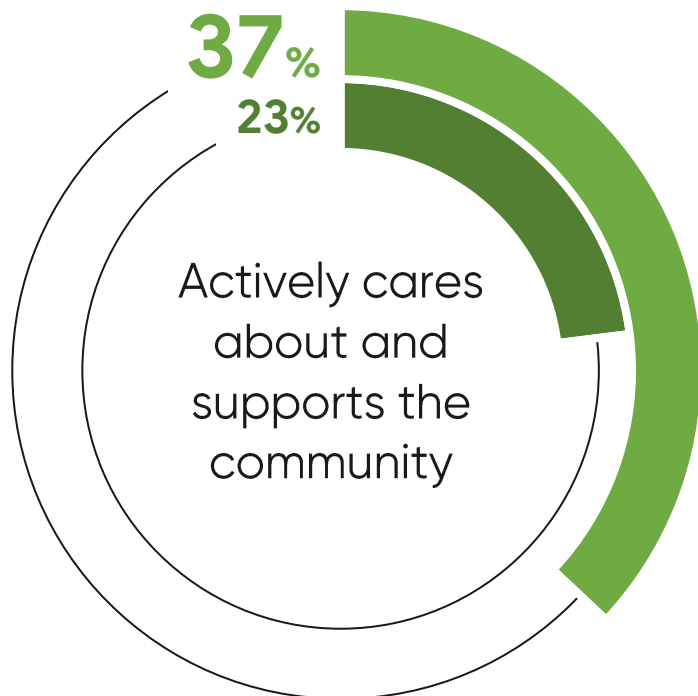




BRAND

OVERALL

TRUSTWORTHY – Top 2 Attributes



BRAND

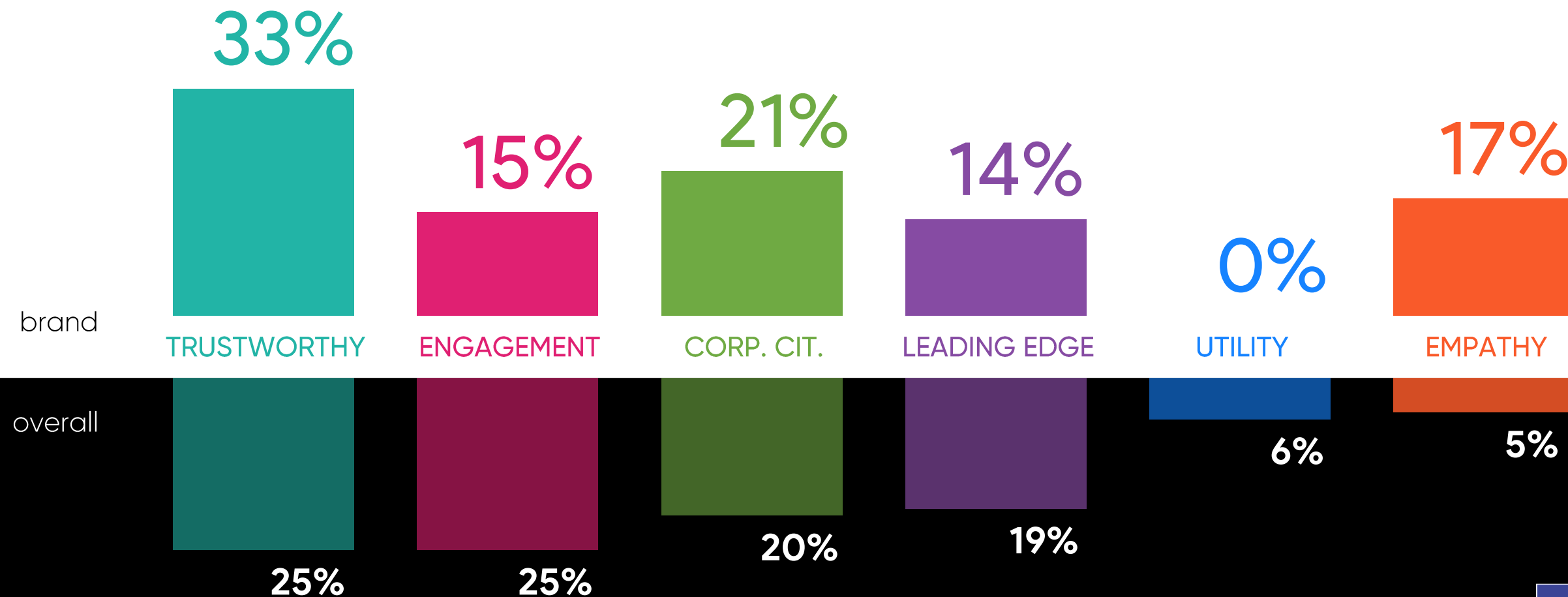
OVERALL

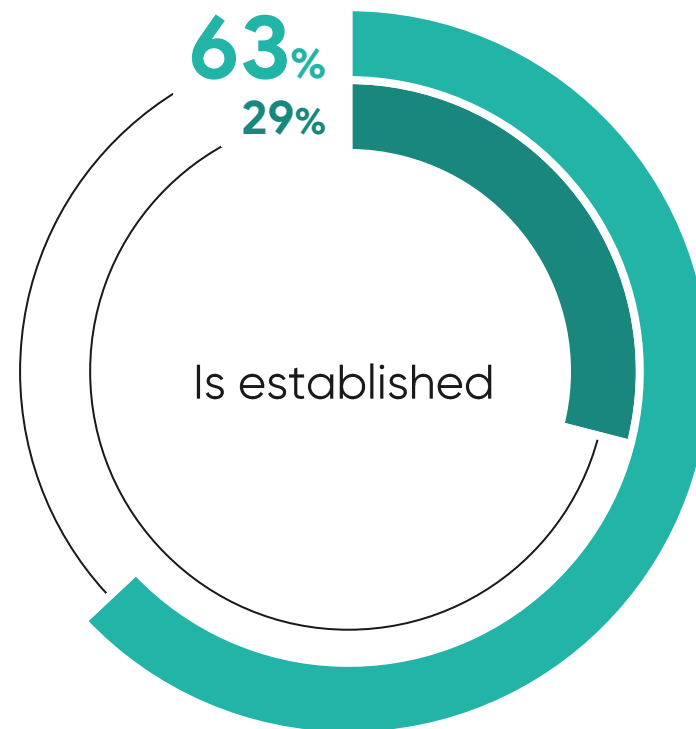
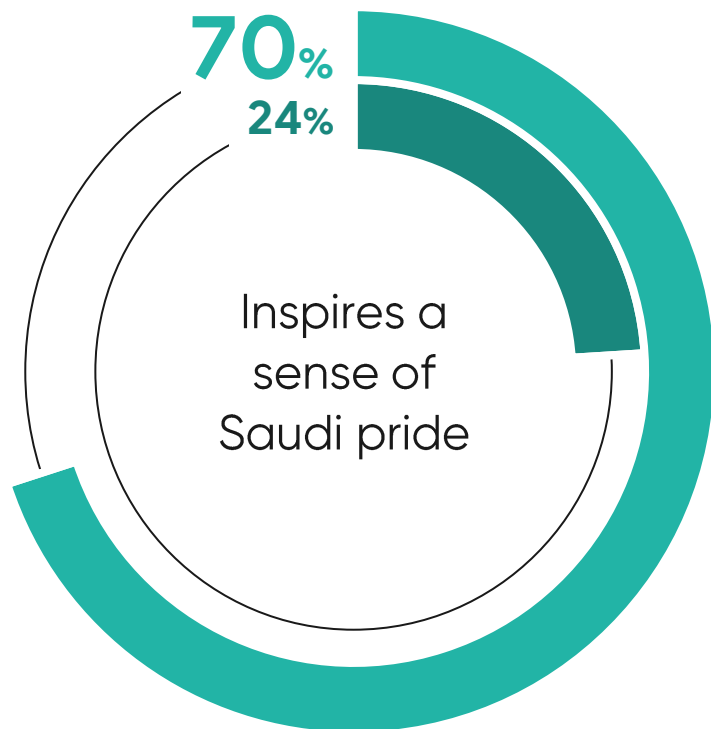


Ipsos Influence Index Score

**141**



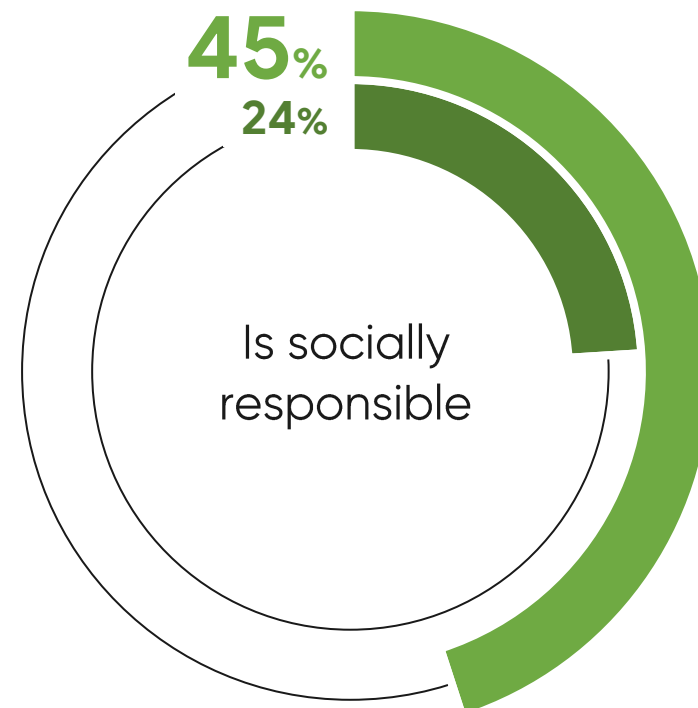
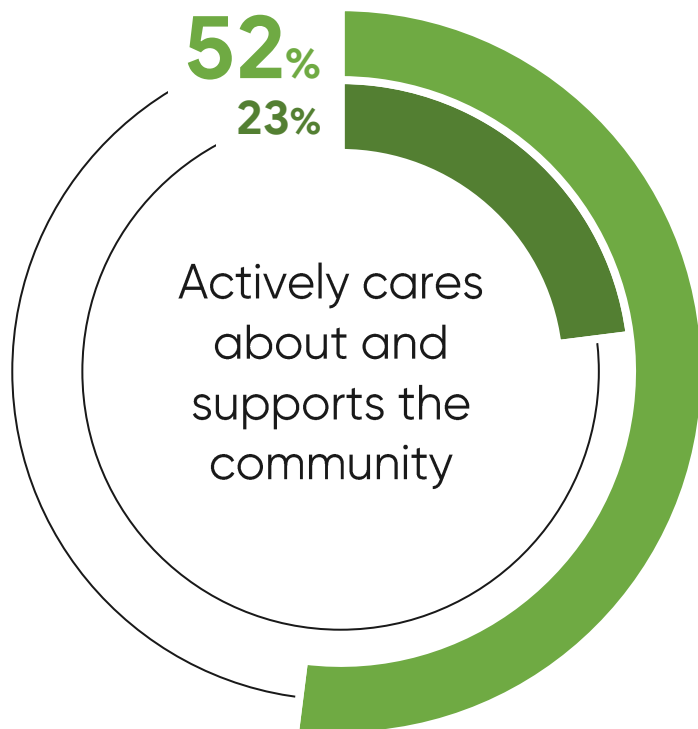




BRAND

OVERALL

TRUSTWORTHY – Top 2 Attributes



BRAND

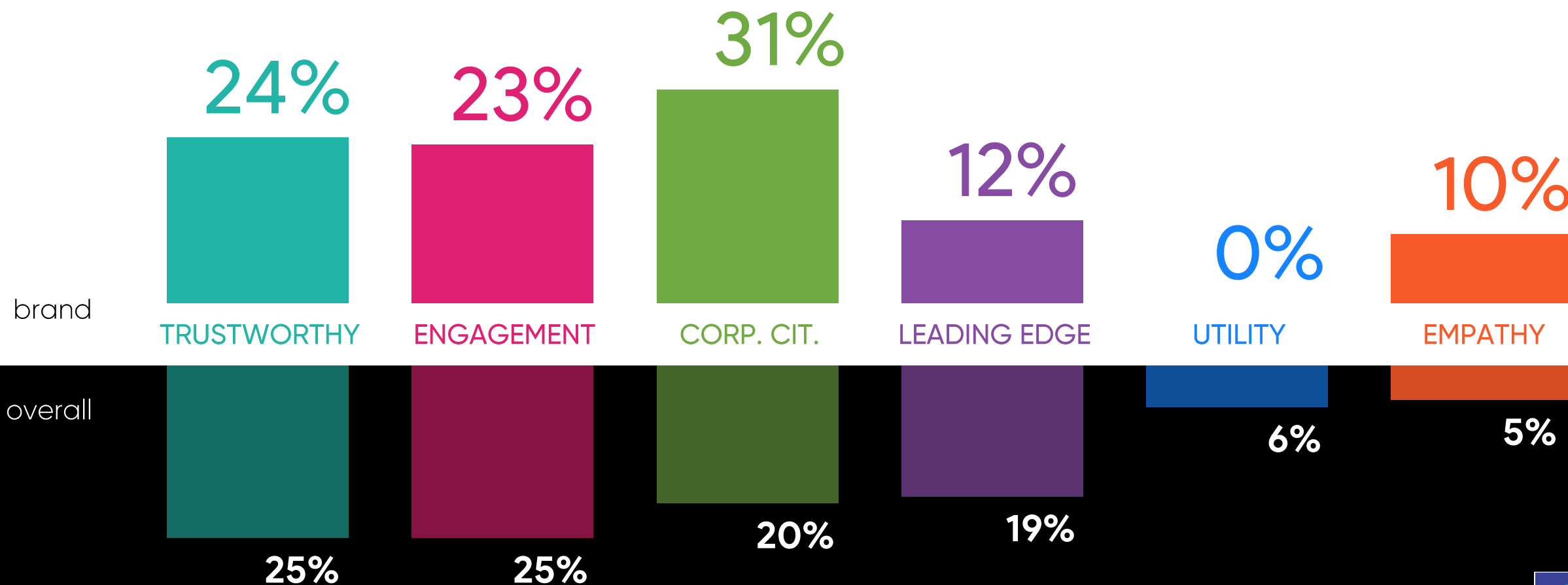
OVERALL

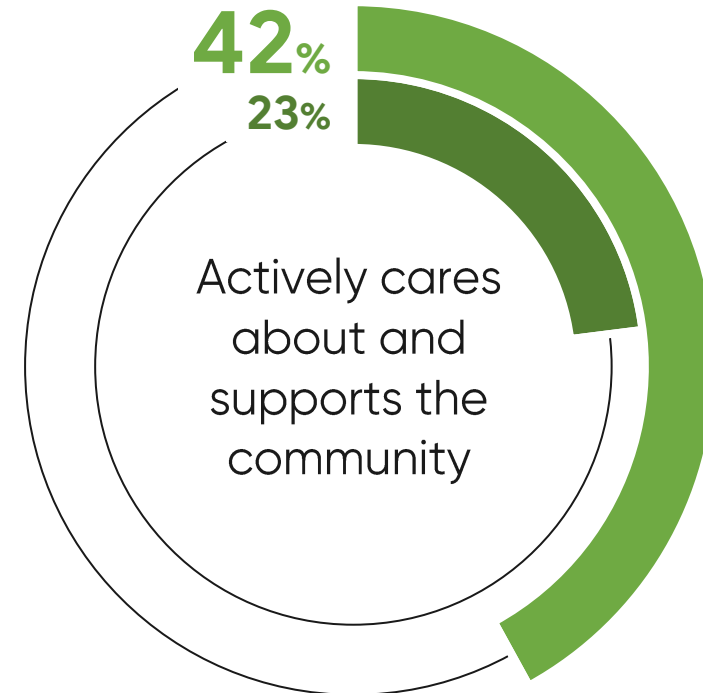
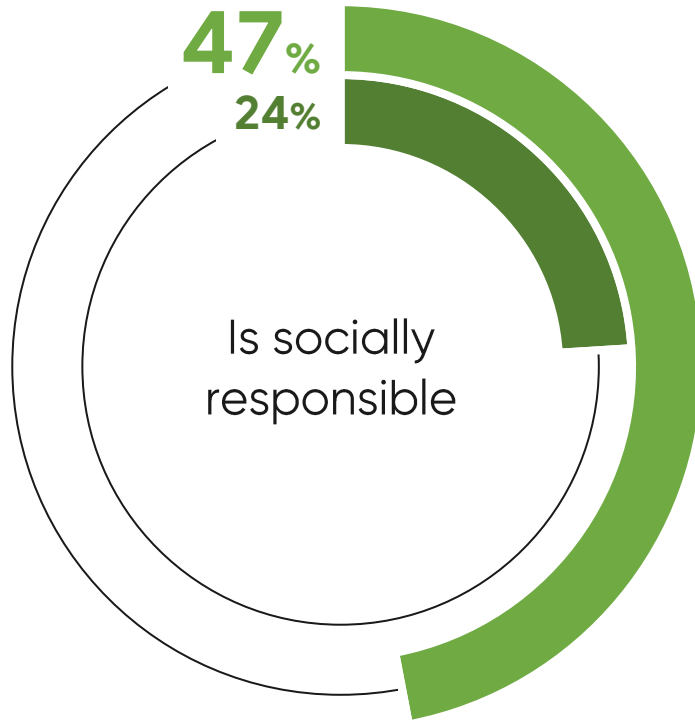


Ipsos Influence Index Score

**141**

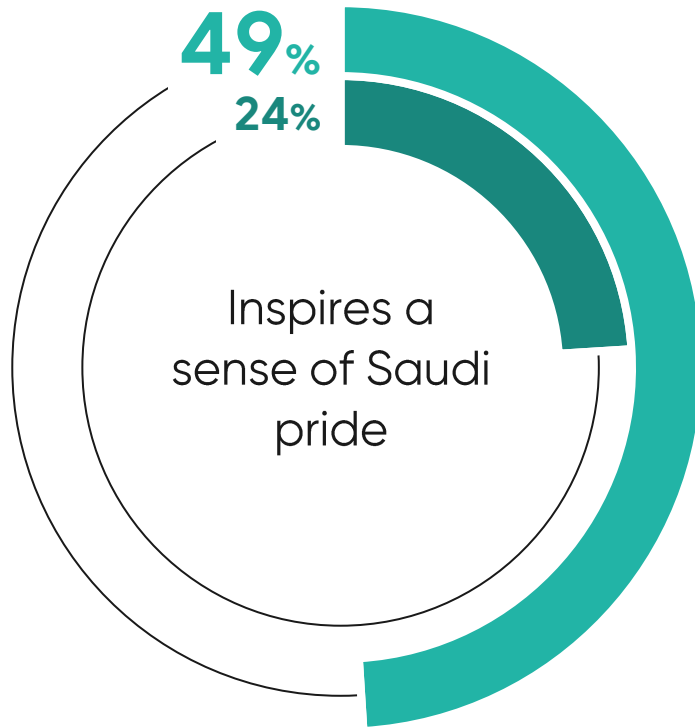






BRAND

OVERALL



BRAND

OVERALL

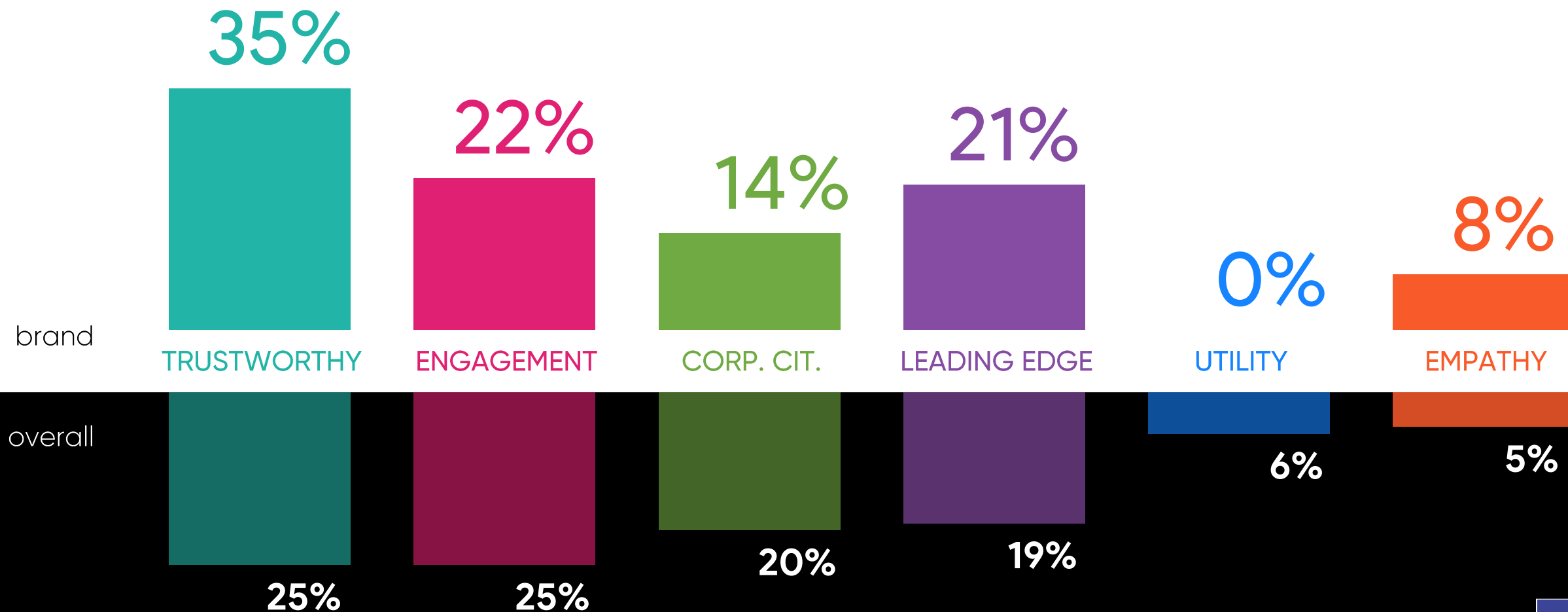
TRUSTWORTHY – Top 2 Attributes

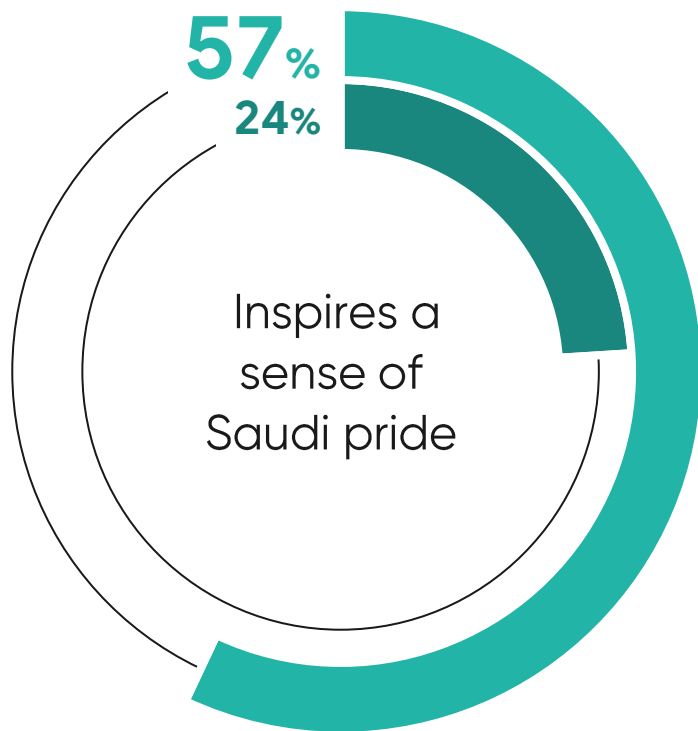


Ipsos Influence Index Score

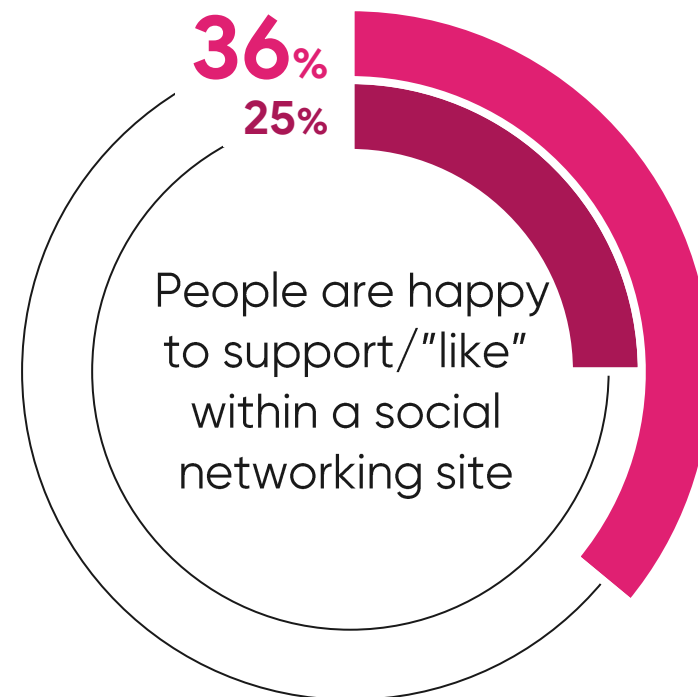
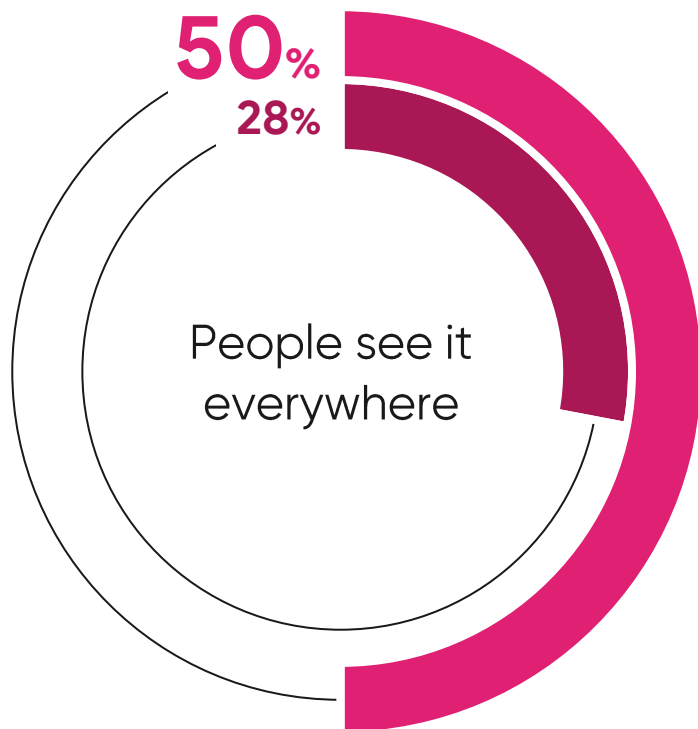
**142**







BRAND OVERALL



BRAND

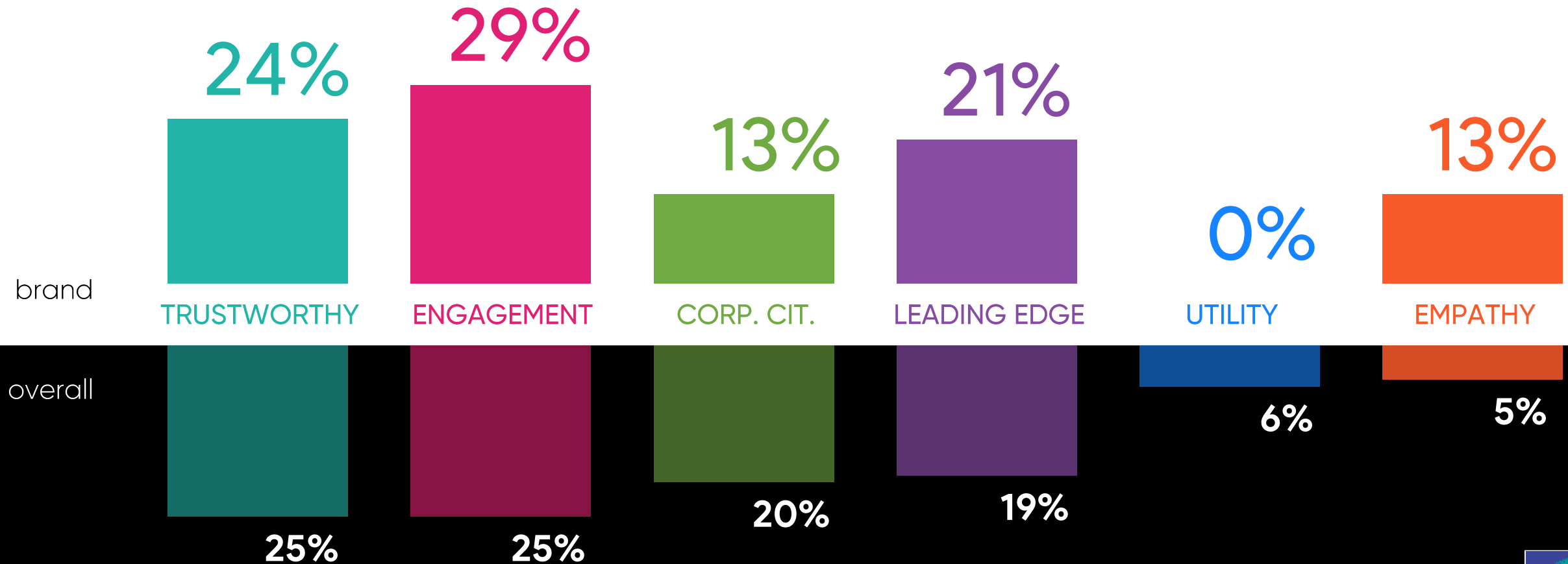
OVERALL

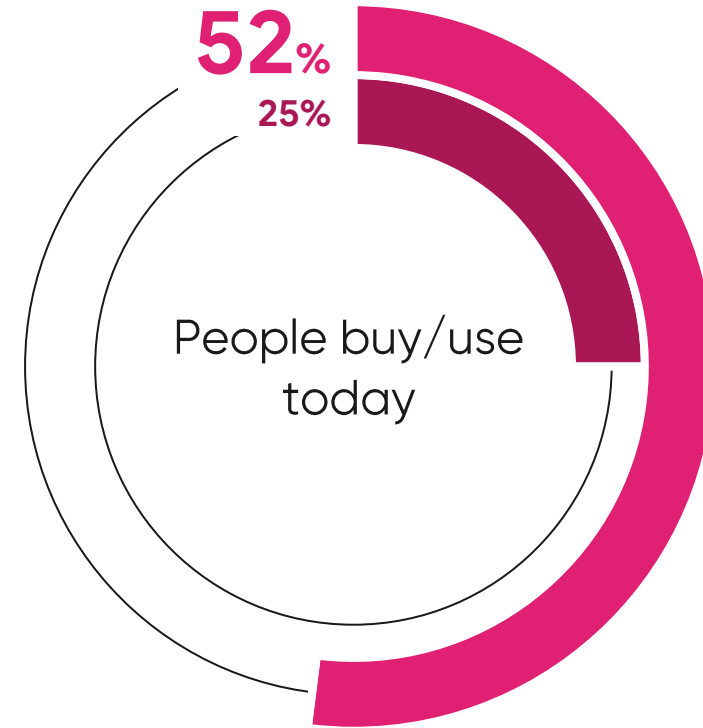
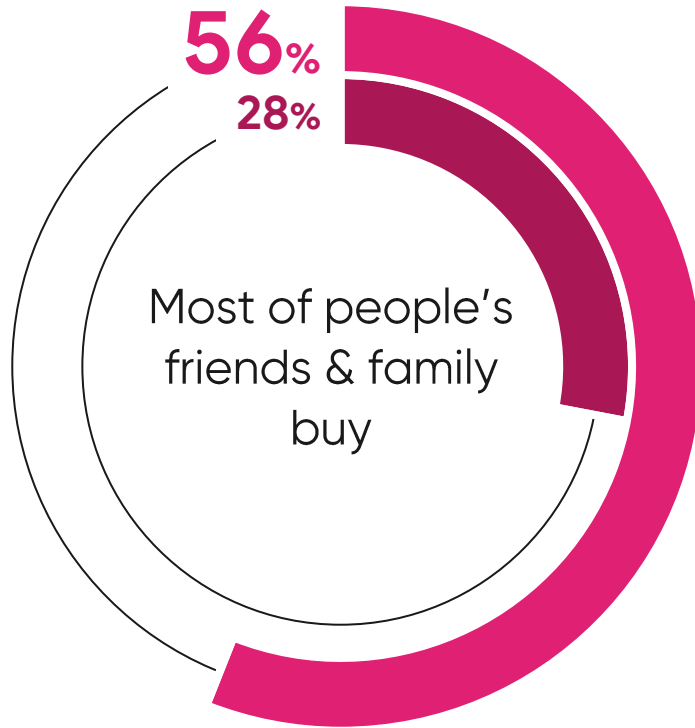


Ipsos Influence Index Score

**153**

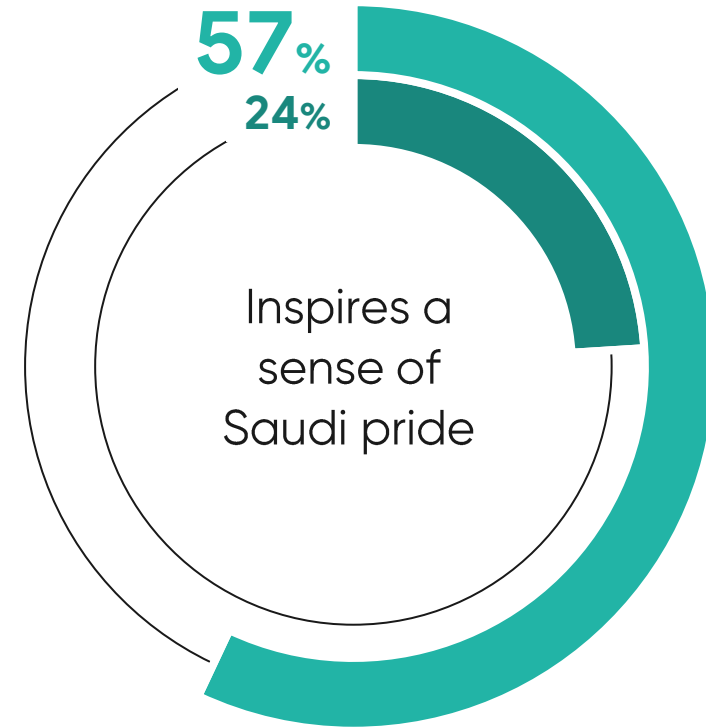
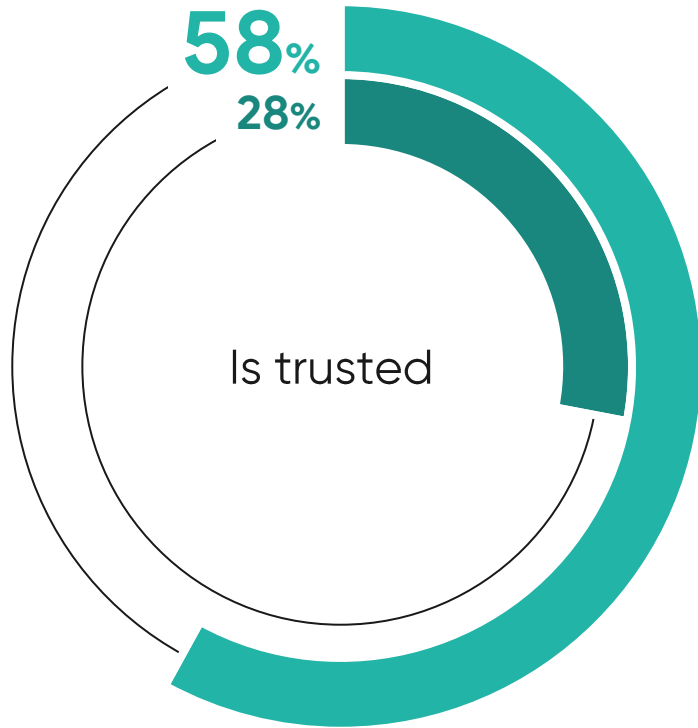






BRAND

OVERALL



BRAND

OVERALL

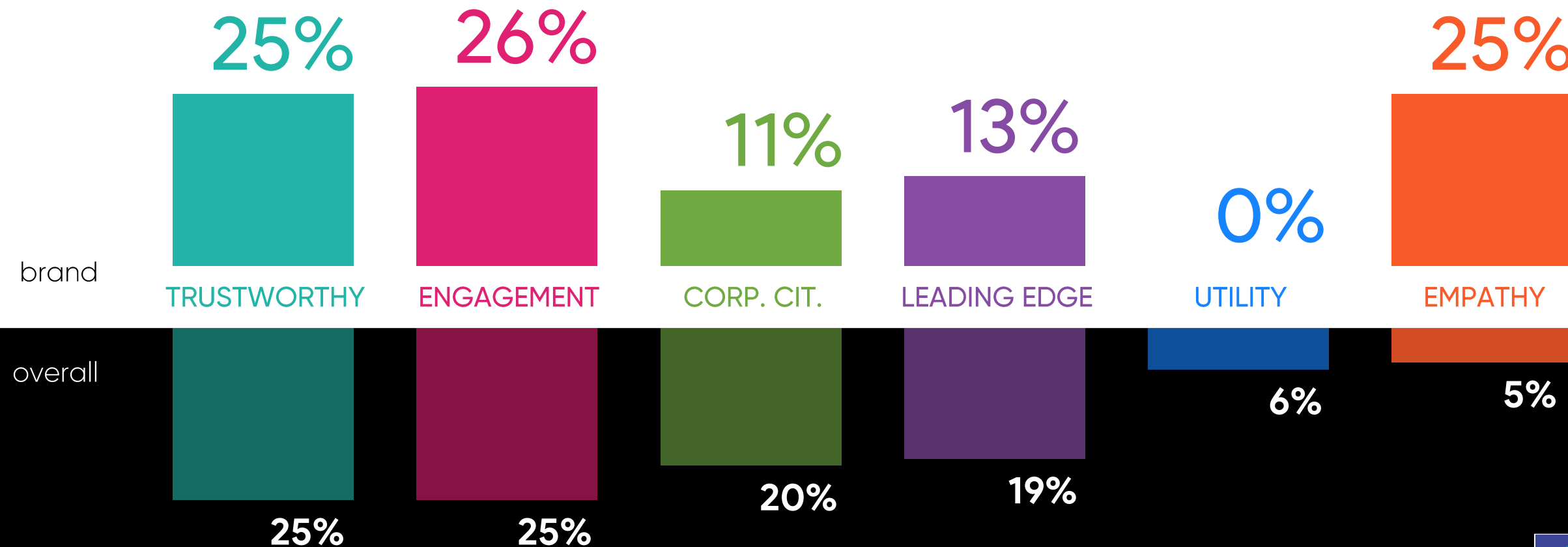
TRUSTWORTHY – Top 2 Attributes

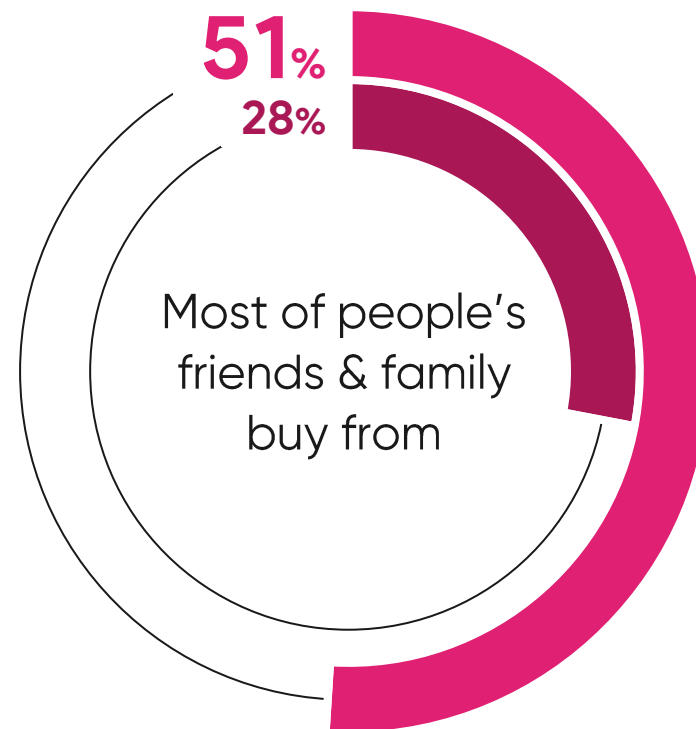
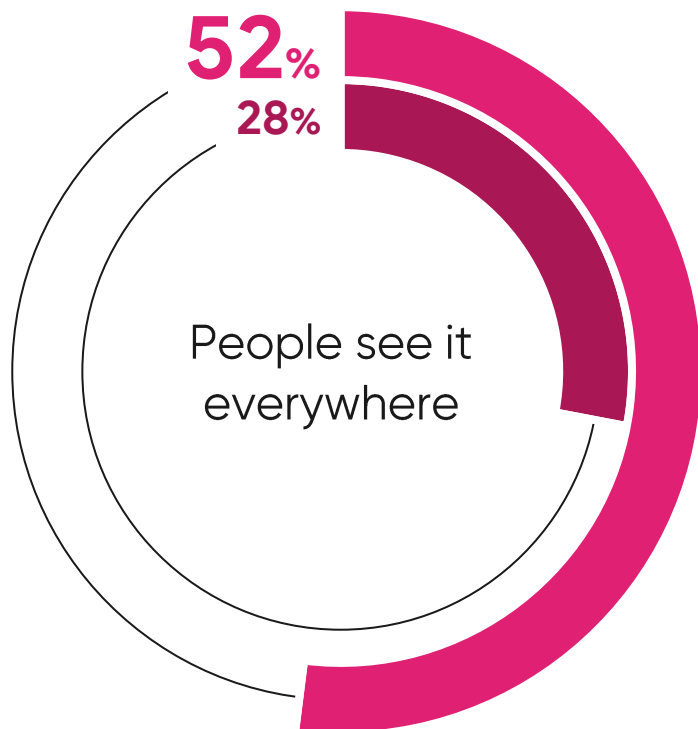


Ipsos Influence Index Score

**164**

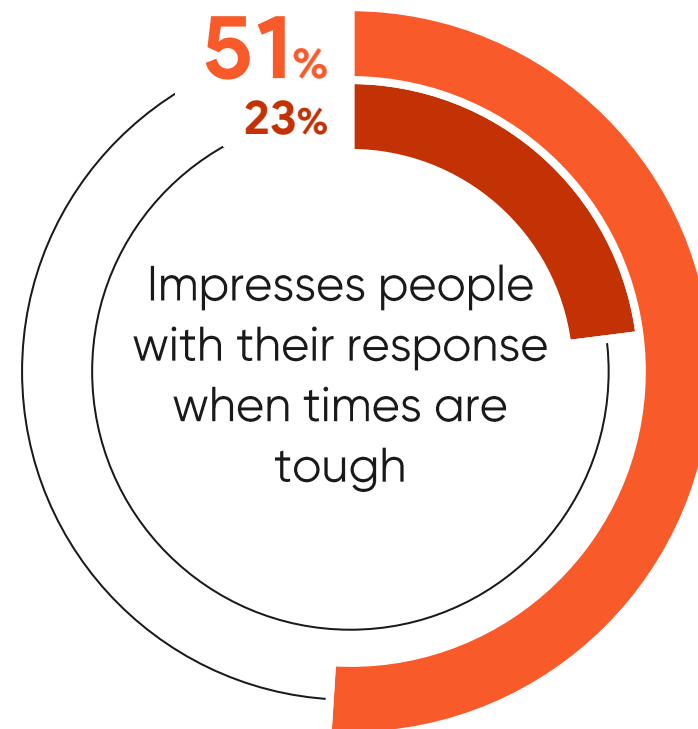






BRAND

OVERALL



BRAND

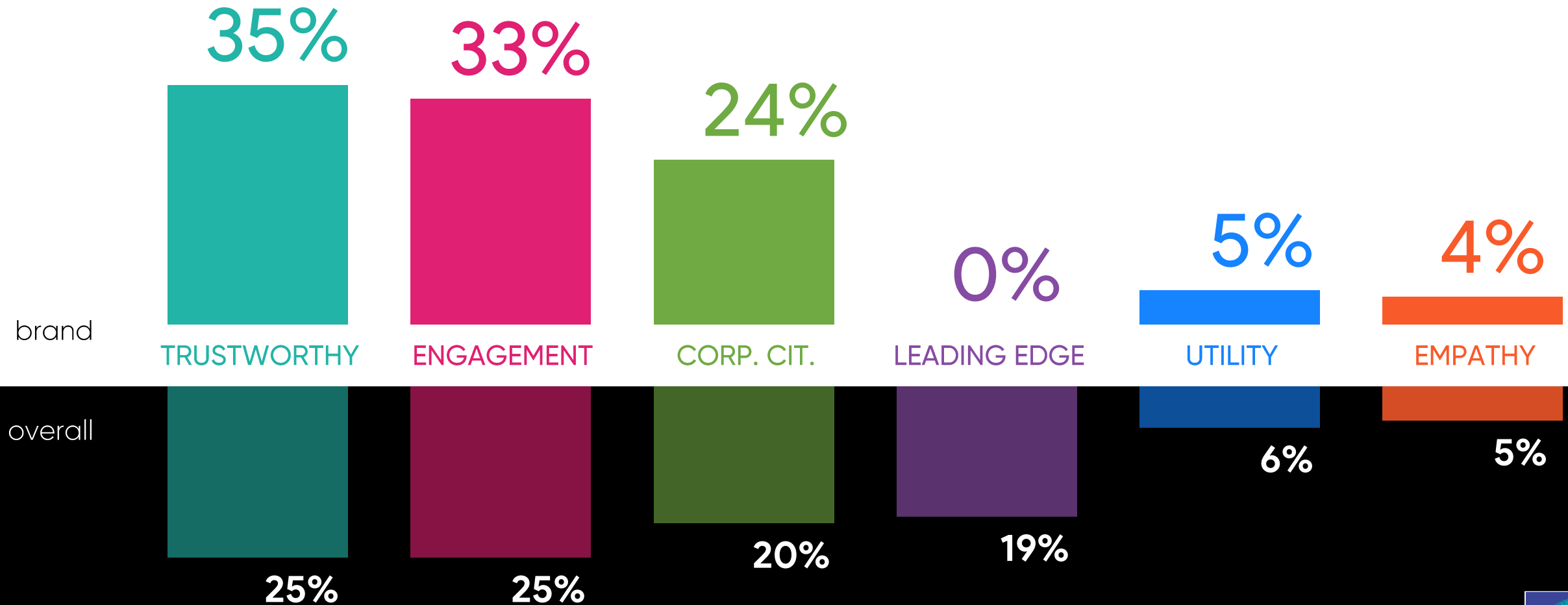
OVERALL

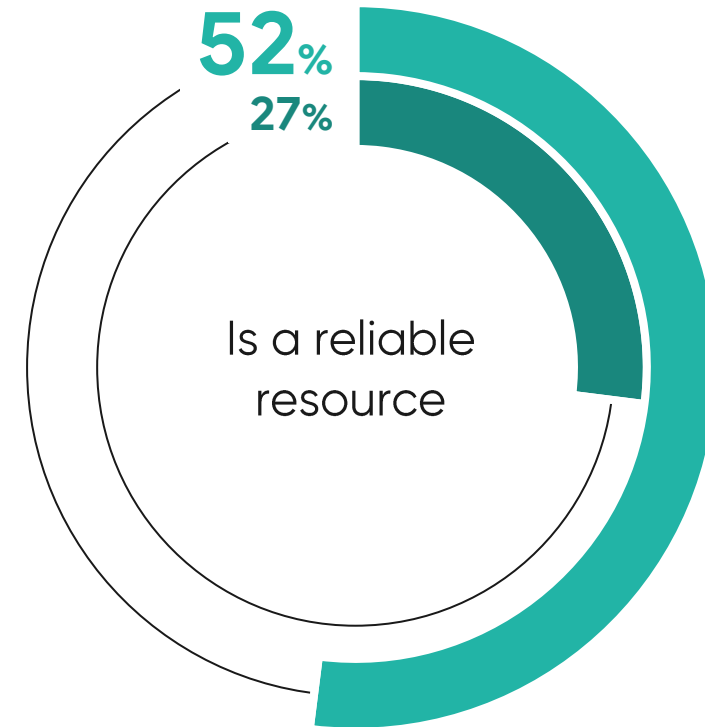
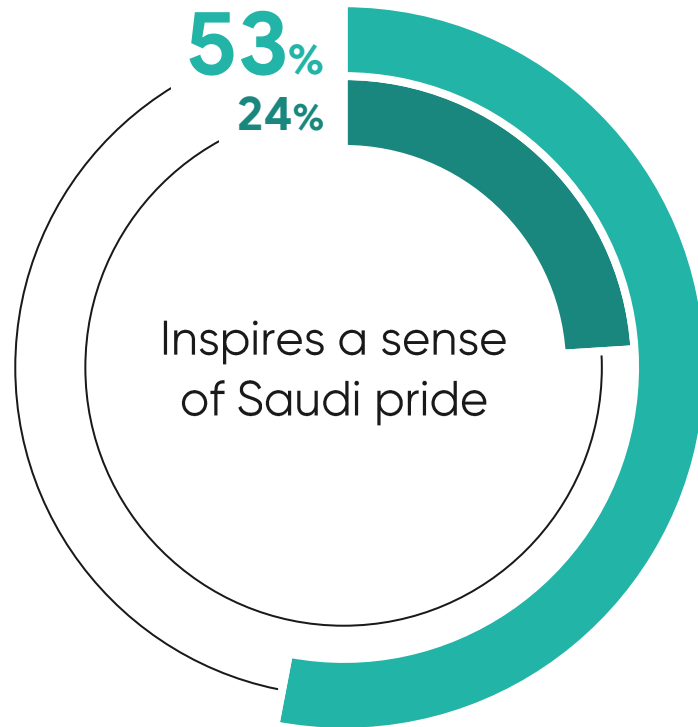


Ipsos Influence Index Score

**168**



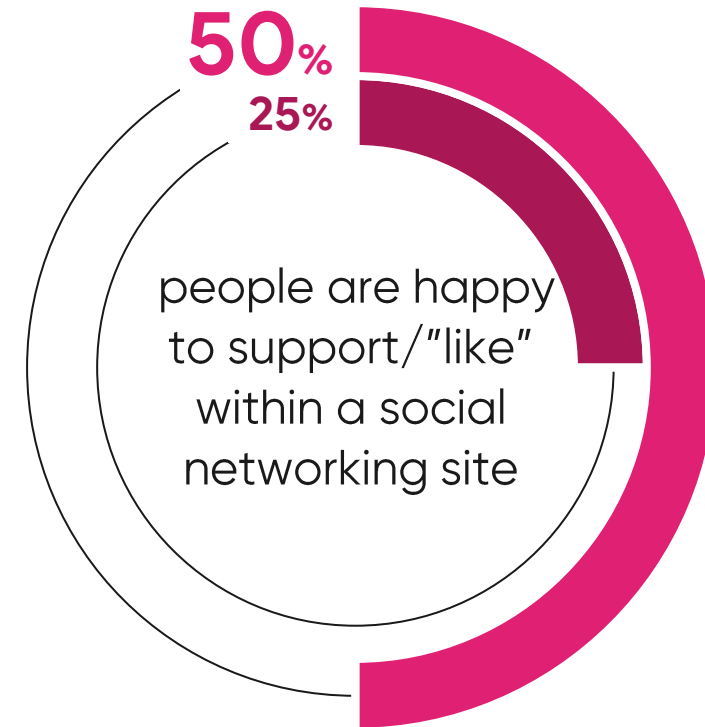
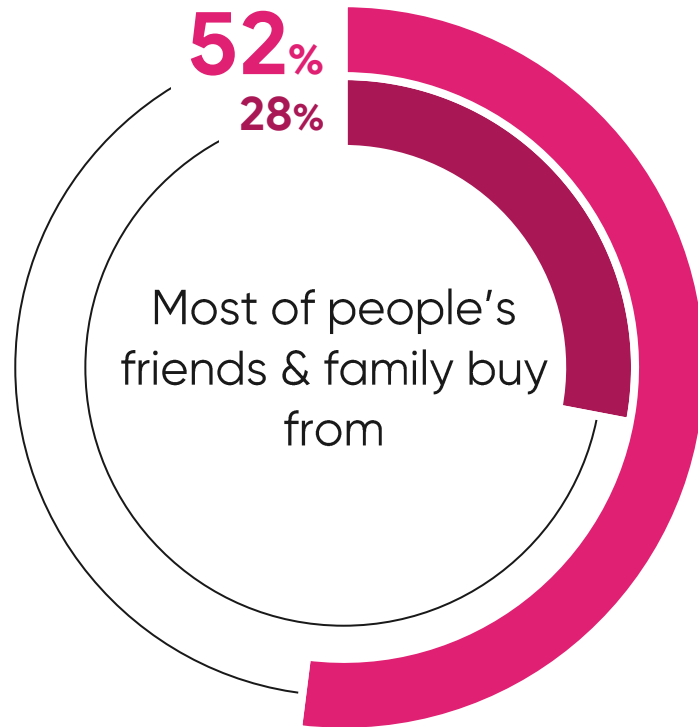




BRAND

OVERALL

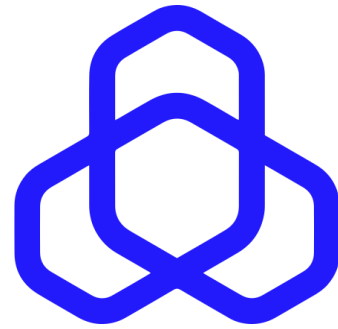
TRUSTWORTHY – Top 2 Attributes



BRAND

OVERALL

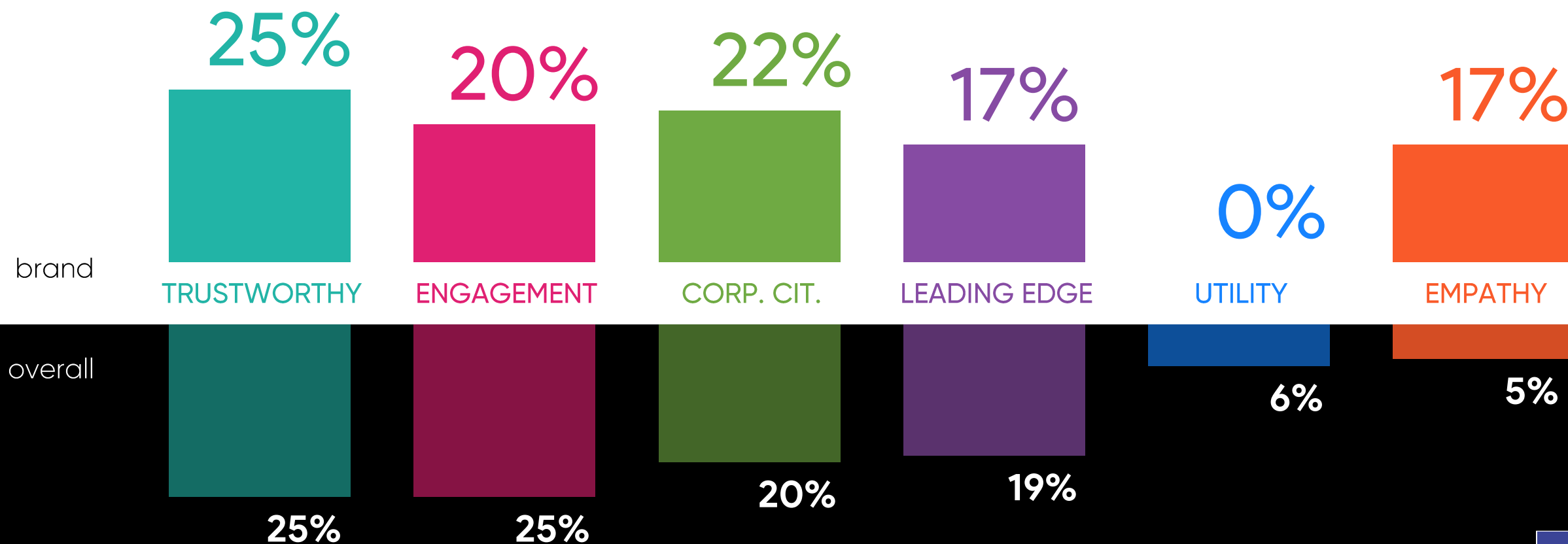
مصرف الراجحي  
alrajhi bank

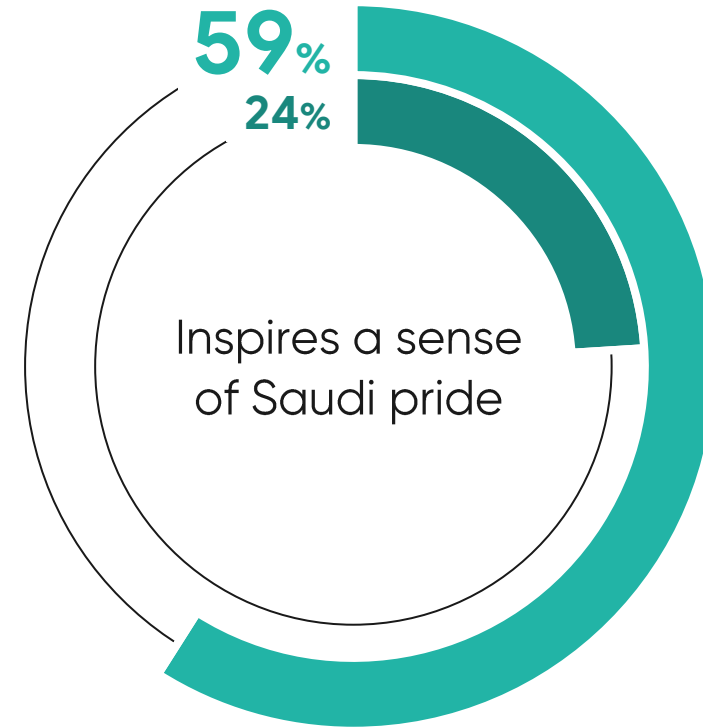
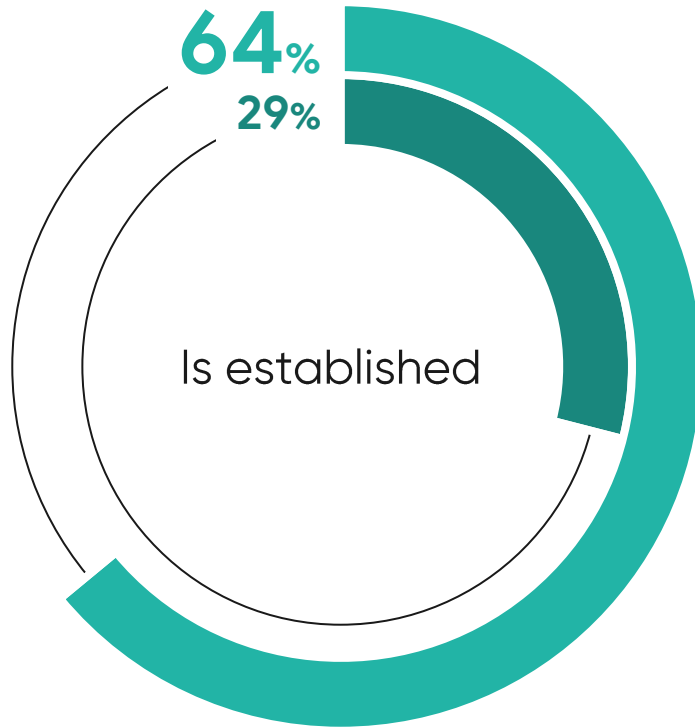


Ipsos Influence Index Score

**174**



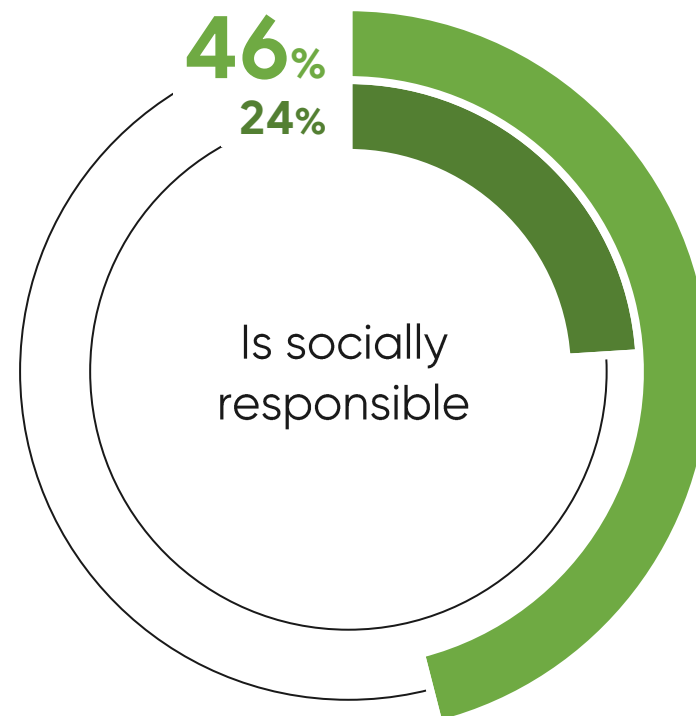
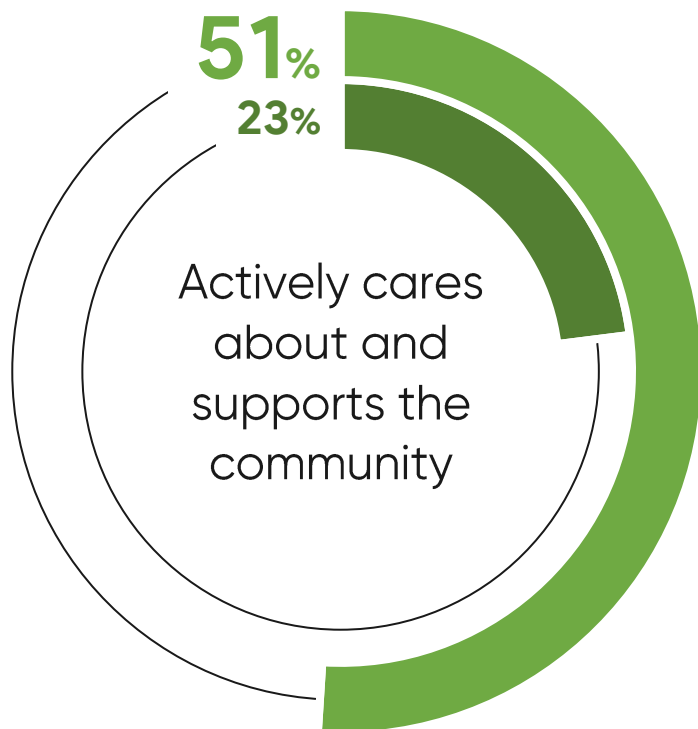




BRAND

OVERALL

TRUSTWORTHY – Top 2 Attributes



BRAND

OVERALL

# stc

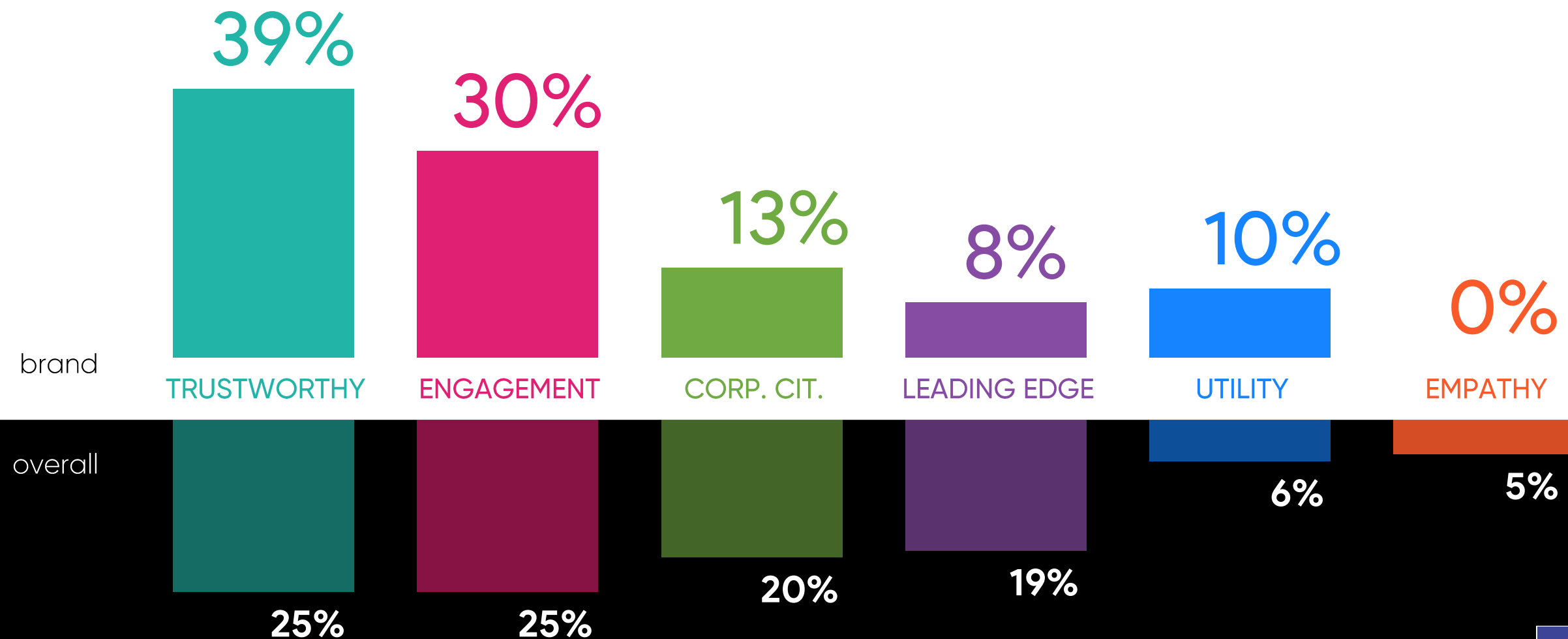
Ipsos Influence Index Score

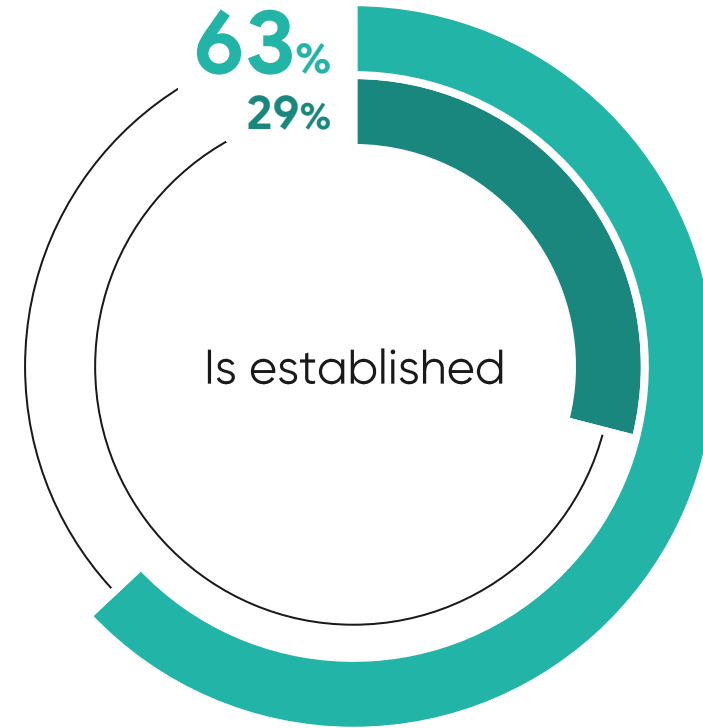
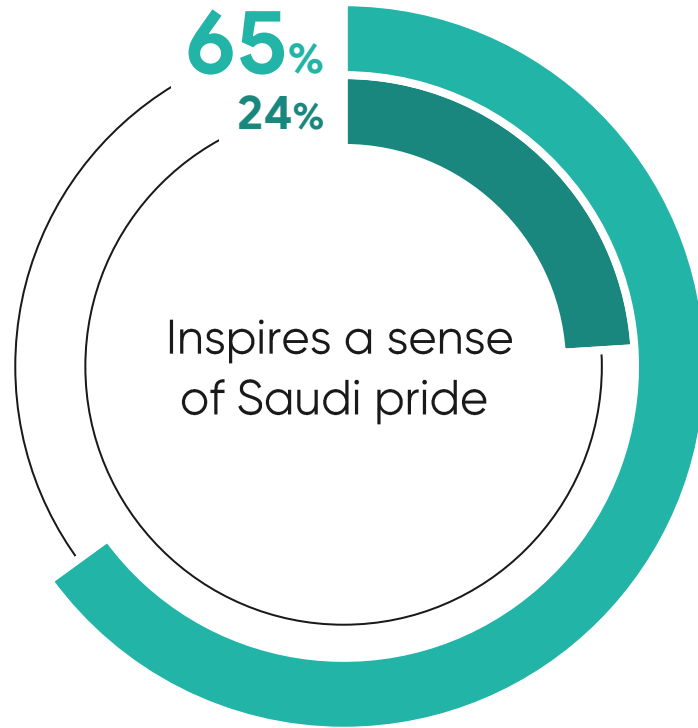
## 195





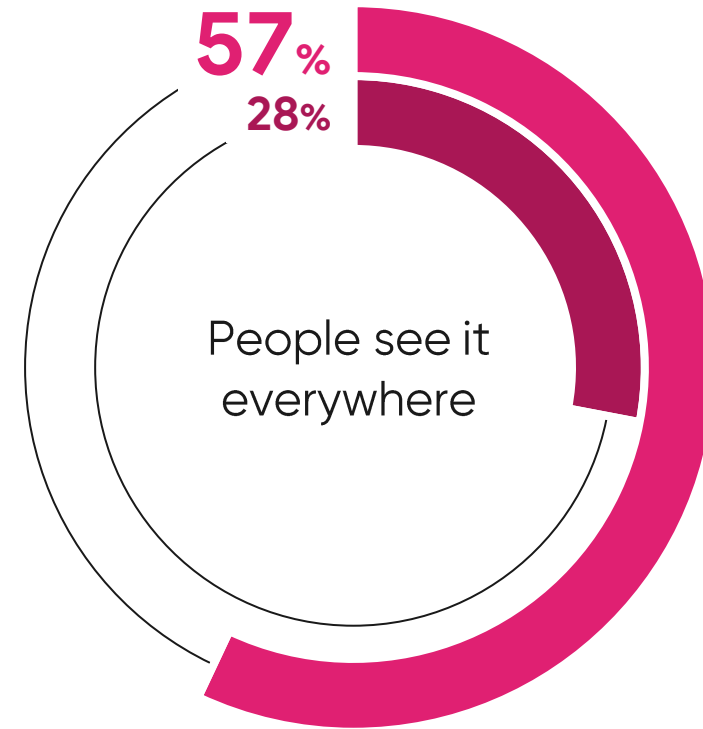
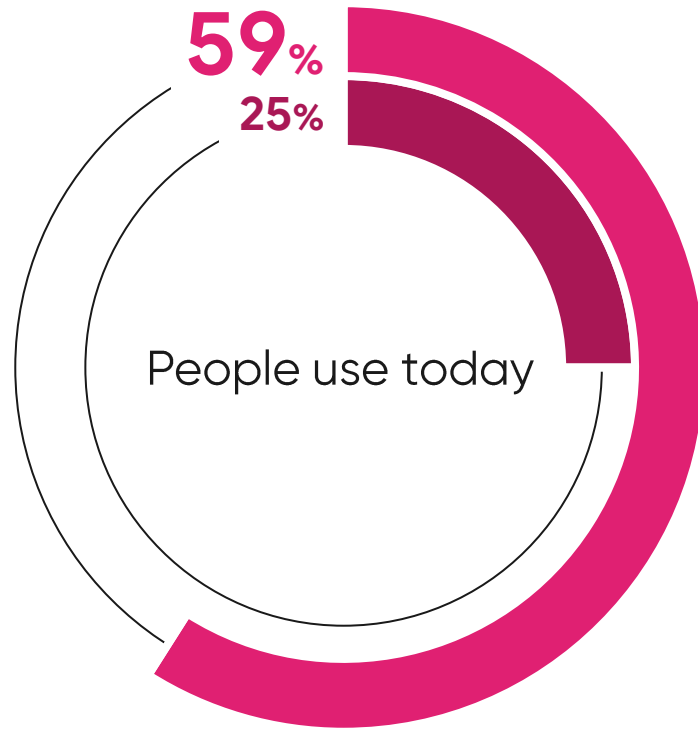
Ipsos  
influence  
score  
**195**





BRAND

OVERALL



BRAND

OVERALL

# TOP 10

## Most Influential Brands in Saudi Arabia



- |   |  |    |  |
|---|--|----|--|
| 1 |  YouTube  | 6  | مصرف الراجحي<br>alrajhi bank  |
| 2 |           | 7  |                               |
| 3 |  WhatsApp | 8  |                               |
| 4 |  SAMSUNG  | 9  | <br>بنده<br>panda             |
| 5 |  stc    | 10 | النهدي<br>nahdi             |

# TOP 10

## Most Influential Local Brands in Saudi Arabia

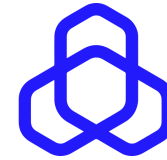


1

stc

2

مصرف الراجحي  
alrajhi bank



3



4

النهدي  
nahdi



5

المراعي  
Almarai



6

SNB

7



8

السعودية  
Saudia



9



10

مدى  
mada



# 2024 Biggest Movers – Top 10 Most Improved Local Brands



2024 Rank

#50	#32	#45	#90	#36	#51	#81	#65	#20	#34
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----

2023 Rank
















#102	#68	#74	#119	#61	#76	#106	#89	#43	#50
------	-----	-----	------	-----	-----	------	-----	-----	-----

# Most Influential Local Brands - Per Sector



Customized Brand Deep Dive Reports Available

# Studying The 120 Most Influential Brands In KSA

 Airlines	 Banking & Finance	 Food & Grocery	 CPG	 Retail	 Social Media	 Tech
Flyadeal	Al Rajhi Bank	Afia	Ariel	AlOthaim	Facebook	Apple
Flynas	Alinma Bank	Almarai	Comfort	Carrefour	Instagram	Google
Qatar Airways	Banque Saudi Fransi	Al Safi Danone	Dettol	Centrepont	LinkedIn	Huawei
Saudia Airlines	Mada	Americana	Dove	eXtra stores	Snapchat	Microsoft
 Auto	Mastercard	Coca-Cola	Fairy	IKEA	TikTok	Samsung
BMW	Riyad Bank	Goody	Gillette	Jarir Bookstore	WhatsApp	 QSR
BYD	Saudi Arabia Investment Bank (SAIB)	Kinder	Head & Shoulders	LuLu Hypermarket	X (formerly Twitter)	AL BAIK
Ford	Saudi Awwal Bank (SAB)	Kinza	Johnson & Johnson	Nahdi	 Online Content	Al Tazaj
Hyundai	Saudi National Bank (SNB)	Kraft	LUX	Panda	Anghami	Barn's
KIA	Visa	Lay's	NIVEA	Sephora	Netflix	Domino's Pizza
Lexus	 Insurance	Lurpak	Pantene	Tamimi Markets	Shahid	Dunkin' Donuts
Mercedes-Benz	Al Rajhi Takaful	NADAC	 Online Retail	 Online Services	Spotify	Hardee's
Nissan	Bupa	Nadec	Amazon	Almosafer	YouTube	KFC
Toyota	Tawuniya	Nescafé	Noon	Booking.com	 Telecom	Kudu
 Media	Real Estate	Nestlé	SHEIN	Careem	Mobily	Maestro Pizza
MBC	ROSHN	Nova Water	Temu	HungerStation	Salam	McDonald's
OSN		Nutella		Jahez	STC	Starbucks
		Pepsi		Mrsool	Zain	
		Puck		trivago		
		Rabea tea		Uber		
		Saudia Dairy				
		Sunbulah				

Brands in alphabetical order per sector

# Methodological Notes

---

# A Study Talking Directly To The Saudi Market

1,200 People interviewed in  
Saudi Arabia

The study was conducted in January 2025. Results are based on an online survey of 1,200 residents of Saudi Arabia, aged 18+, using the Ipsos Online Panel.

The results were weighted to Census data to ensure that the sample's composition is representative of the population of Saudi Arabia.





The

# **MOST** **INFLUENTIAL** **BRANDS** in Saudi Arabia

# 2024



Saif Nimry | Managing Director- Ipsos KSA  
[saif.nimry@ipsos.com](mailto:saif.nimry@ipsos.com)

Mohamad Jobeilly | Senior Client Director – Ipsos KSA  
[mohamad.jobeilly@ipsos.com](mailto:mohamad.jobeilly@ipsos.com)